

Tomorrow's Vote: Will It Help Dealers?

How will policies of the next administration, FTC and FCC, and the 87th Congress affect appliance dealers? Here's a last-minute report from the Capitol. *see page 2*

It All Started When...

That's the subject of a new once-a-month column of historical anecdotes about the "men behind the product." *see page 11*

Rhubarb Over TV

Dealers blew their tops when RCA Victor sets showed up in Toronto supermarkets under another name. *see page 3*

How Pure Is Pure?

If you are confused about claims of rival air purifier manufacturers, you're not alone. Here's clarification. *see page 7*

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DEALERS TALK BACK TO THE FTC

'We Have Our Problems, Too'

In Washington last week the FTC assembled appliance dealers to explain its rules on deceptive advertising. But before the session was over the dealers were doing the talking

Forty frustrated Washington, D. C., appliance accounts left an open "voluntary compliance" mass meeting with the Federal Trade Commission last week protesting that they were just as confused as ever and wondering what the meeting had accomplished.

Protests of Washington dealers have import even in Des Moines. The FTC has Congressional blessing to use the Washington market as a test tube for interpretations which affect every dealer in interstate commerce. And if FTC wins a pending case with S. Klein, a leading New York discounter, you're in "interstate commerce" even if only your newspaper ads cross state lines.

Experienced key account voices swelled the protests: Voices from Sears, Todd's, Dalmo, Slattery's, Hecht Co., Woodward & Lothrop, Kann's, Hub Furniture, Fulford's, George's, under FTC citation, was not invited. Todd's, also under, came anyway.

What was accomplished? EM Week left the meeting feeling that at the minimum these three points had emerged:

● FTC is not yet able to rule in gray areas discovered by sophisticated merchants who are trying either to comply—or to beat—FTC's own "Guides Against Deceptive Pricing," "Guides Against Bait Advertising" and "Guides Against Deceptive Advertising of Guarantees."

● D. C. dealers feel discriminated against by FTC's prohibition against use of manufacturer's or distributor's suggested list price in ads, promotion, point of sale merchandising when some lists are bona fide, legitimate—and necessary.

● The heart of the matter is the word "list." It means one thing to FTC; quite another to the appliance trade.

"List" to the FTC staff means "the going price in the market." Bureau of Consultation Director John R. Heim says that a survey proves to him that "a substantial number of consumers have that understanding of the term and that, therefore, FTC must operate to protect them."

Dealers protested strongly that "list" to them
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And After TV? From Blue Skies A Rosy Future

Is the radio-television industry running out of fresh ideas for consumer products?

Edward R. Taylor, Motorola's astute vice president, asked and answered his own question at the Electronic Industries Association's annual fall radio meeting in Syracuse last week.

His answer: a resounding "No."

Taylor told an attentive audience of engineers at the technical conference to zero in on three main targets:

Miniaturization

Reliability

The wild blue yonder.

Work on portable radios and hearing aids only furnish hints of "where we can go in microminiaturization," Taylor said. "The days of the Dick Tracy radio wrist watch will come."

Infinite reliability—a five-year service policy for television sets—is in the cards, Taylor predicted. "What we will do tomorrow," he said,

Impact of electronics on the consumer market has just begun, says Motorola's Edward Taylor, as he suggests a variety of products for the home of tomorrow

"will make us wonder how we got by today."

And then Taylor threw out a few suggestions of his own for consideration.

"It takes farfetched ideas to generate ideas," he told his audience, then produced an electronic golf ball with a built-in transistor which would allow golfers to home in on lost tee shots. The cost today? About \$10,000.

Electronics for the home? Taylor is not going to settle for anything less than a television set in every room.

Other possibilities: 1) closed circuit TV for the home; 2) electronic fire and burglar alarms; 3) electronic ovens; 4) a central control panel

to operate every gadget in the home; 5) a video tape machine to record live shows at home.

Taylor plugged for major technical improvements in color television. "This must be done," he told engineers, "if color TV is ever going to be a mass market item." And Taylor asked the engineers to work on a system to eliminate outdoor antennas, cut line-of-sight transmission problems and improve picture quality.

The immediate future, based on products the industry already has on the production lines, is anything but bleak, according to Taylor who quickly rattled off these five-year predictions: Television sales will grow from a current 6.0 million units to over 8.0 million units annually by the middle 1960's; table radio sales will increase from 3.5 million to 4.8 million; clock radios will jump from 2.8 million to 3.9 million; portable radios will balloon from 4.6 million to 6.5 million; stereo units will grow to 5.5 million.

Will Vote Sway FTC And FCC?

Tomorrow's presidential election probably won't change the attitude of these agencies whose policies increasingly affect appliance dealers

There's little outlook for any significant shift in policies of the gadfly Federal Trade Commission, even with a change in administration come January.

Here's why: A Republican victory probably would mean that the commission's current chairman, Earl W. Kintner, would stay in his job. In the relatively short time Kintner has held the position, he has pumped new life into the traditionally stodgy agency.

Should the Democrats move into the commission with their long-standing tradition of affection for small businessmen, they would undoubtedly feel constrained at least to match the GOP record of activity. And they might be more aggressive in prosecuting deceptive advertising and pricing policies.

What this means for businessmen, particularly merchants in the wholesale and retail trade, is a continued brisk pace by FTC in enforcing the statutes it oversees—the Clayton Antitrust Law; the Robinson-Patman Price-Fixing Law, the Federal Trade Commission Act and other less far-reaching laws, such as the Fur Products Labeling Act and the Flammable Fabrics Act.

Still another factor is the possibility of a renewed push on Capitol Hill to pass new legislation to stiffen antitrust laws. In the past, the Republican-controlled FTC has supported some of these measures, along with Democratic factions in Congress led by Rep. Wright Patman of Texas, original co-sponsor of the Robinson-Patman Act. It's possible a Democratic administration could add enough push to pass some of this legislation.

These bills include one which would give FTC the power to issue temporary cease and desist orders for practices which it finds violates the law. This would replace the current time-consuming and somewhat clumsy procedure under which it must issue a formal order to stop violations and then go to court in a contempt action should violations continue.

Another proposal, which has raised much controversy, is the so-

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Shaw Named To Head Up DuMont-Emerson's Sales

Robert L. Shaw has been appointed executive vice president of the DuMont-Emerson Corp., marketing subsidiary of the DuMont-Emerson Radio & Phonograph Corp.

From DuMont-Emerson's executive headquarters in New York, Shaw will direct all sales, merchandising and advertising activities for the Emerson, DuMont and Granco lines.

Shaw formerly was president of Sylvania Home Electronics Products Sales Corp.



Norge's Oodles Of Poodles

THE DOG IN THE MIDDLE is for real. Others make up Norge's 1960 Christmas premium offer to dealers. It's expected that poodles will replace last year's pandas as traffic-getters. The two-dog set's estimated retail price: \$37.50.

Glimpse Of The Future

Many of the papers were in a technical never-never land, but they may eventually affect the products you'll be selling

Before more than 300 engineers gathered at the annual radio conference of the Electronic Industries Assn. in Syracuse, N. Y., last week came a view of the future through a looking glass darkened by the mysteries of technical vocabularies.

General Electric's Robert B. Dome came up with specifications for a TV stereophonic sound system. And Sylvania combined with the Rola Co. to propose new TV screen sizes.

G-E's method of compatible stereophony, Dome told the Institute of Radio Engineers, participating in the conference, is designed for television's audio channel. The possibility of compatible stereo broadcasting on the AM band was advanced by RCA engineers at the

electronic industries conference.

Sylvania stirred up talk about a new tube size—a rectangular 22-inch the same height as the current 19, but with fully squared corners. This hypothetical screen would give 198 square inches of viewing surface. And it would widen the picture in the proportions of the popular Cinemascope movie screen.

Crux of the Sylvania and Rola presentation: This "ideal" tube with an aspect ratio of 4 to 3 (width to height) would reproduce fully the ratio seen by the TV camera.

A second suggestion by Sylvania, a 5 to 4 aspect screen ratio, would reduce present transmission loss to 6%. This tube, again fully squared, would still present 185 square inches of viewing surface if it were the same height as the present 19-inch tube. But it could be rated as a 21-inch because of its longer diagonal measurement.

Color TV Consignment Plan Tried By RCA Distributor

Newark, N. J., dealers call it "consignment," but Krich, RCA distributor there, call it "free-floor-plan."

No matter what you call it, it may do the trick for color TV in what Frederick M. Comins of Krich calls "the world's worst market."

Here's how the plan works: A dealer selects two color sets and Krich selects two more; all four are delivered to the dealer; all four are floor-planned by Krich.

But (and here's why dealers call it "consignment") one or both of the sets which Krich chose can be returned by Dec. 1, the date the free-floor-planning runs out.

The results of the plan, which Krich began to offer last summer, have been very encouraging. Comins told EM Week. He said his color

sales had increased in the July to September period about 65% over the same period in previous years.

About 110 Newark dealers took advantage of the offer. "That's about 75% of our color dealers," Comins said, "and that's how we account for our best year ever."

At the RCA factory a spokesman told EM Week that this plan was not in any way a test of a national program except that RCA watches closely an original distributor promotion which moves more color.

Newark dealers, however, said almost to a man, "Color is dead here."

So the question remained to be answered on Dec. 1: How many sets will bounce back to Krich and what will happen to price if they do come back?

AHLMA Looks At Fibers . . .

. . . school appliance plans, and teaching techniques. That was the order of the day as hatted home economists met in San Francisco last week

Looking like so many aspiring Hedda Hoppers, the ladies were in the "Golden Gate" city for AHLMA's 14th National Home Laundry Conference. Their agenda: Two days of speeches and seminars, a look at the new laundry lines and plenty of time for socializing and business-talking with manufacturing men.

The fight over fibers (which can you or can't you machine-wash, and who's fault is it, appliance or fabric manufacturers?) furnished a subject for several of the conference speakers.

Setting the tone for one side was P. J. Fynn, J. C. Penney Co., Inc. "Don't blame the washing machine," he warned. Why? Because fabric manufacturers, in their race to come out with more and more machine-washable items, have "sometimes allowed enthusiasm . . . to overshadow performance and even common sense . . . It does not follow, just as a matter of course, that using a thoroughly washable fiber will insure a satisfactorily launderable fabric or garment."

Fynn's pet peeve: Garment manufacturers who cut corners in the name of washability to such an extent that their products are unfit to wear even before they're washed.

The other side of the argument had its say. Arthur R. Wachter, American Viscose Corp., pointed out the fabric and garment industries' progress in labeling fabrics.

Gerald Laxer told what the Wool Bureau was doing to make wash-and-wear wool more washable and wearable. And S. Jack Davis, of Chemstrand, ran down a long list of new fibers developed by the man-made fiber folk.

Maytag's Max Fuller, director of field education, stayed out of the fiber fracas. Instead, he chose to dissect appliance manufacturers' school plans, backing up his remarks with results of a couple of AHLMA surveys in the field.

The upshot of his and AHLMA's research: Both teachers and manufacturers feel the plans are worthwhile, but there are a few aspects that need reworking.

FCC's Multiplex Decision: Chance For Delay Grows

The Federal Communications Commission has its hands full—a pile of data on eight FM stereo systems and a flood of mail (300 to 400 letters a week) from worried audiophiles to check, evaluate and answer. So now it appears that the FCC won't be able to hit its year-end target for setting multiplex standards.

The field test report hasn't cleared up the situation. Apparently no system emerged as clearly superior. And the commission, still worried about compatibility, may wind up with a composite system, an FCC spokesman told EM Week.

Television In The Cabbage Patch

When RCA Victor produced television sets to sell in Toronto, Canada, supermarkets' regular dealers blew their tops. They said it was the first time a manufacturer "went behind our backs" to sell to non-appliance outlets

Dominion Stores supermarket chain—second largest in sales volume in Canada—is heralding the TV offer as "the first of its kind."

But the Toronto and district appliance dealers, who declare they alone should sell TV sets, are calling it a "dirty trick." Some dealers are threatening to boycott RCA products.

The 17-inch portable TV sets have been offered to customers of the food chain during the last two weeks. They are displayed in most of the Toronto and district stores (representing about 25% of the Canadian retail market).

The sample sets don't show the RCA name. They are called Holiday Slimline. But the show card, in the largest type, declares: "Free RCA service contract."

The show card also sets out the price—\$179—the purchase terms (cash or time payment), and invites customers to take a folder and a credit application form.

Three to four days after they apply, customers who qualify will receive "a credit purchase certificate" from Traders Budget Plan, a division of Traders Finance Co., a Dominion Stores official said. Terms are \$10 down, with payments "as little as \$2 a week."

George Mansour, RCA Victor general manager, Montreal, at first refused to comment on the Dominion Stores transaction, except to say he wouldn't be making any public statement, "just to our dealers—I feel we have an obligation to them."

Pressed for an answer to dealers' complaints that the company had gone behind their backs, Mansour later said: "The reports about the deal are all distorted."

He added: "It all came about when Premiumwares Ltd. (a supplier of advertising premiums and trading stamp merchandise) asked us if we'd help them test out the sale of a big unit item in a food chain."

According to Mansour, RCA Victor agreed to supply Premiumwares with unbranded merchandise—without using the RCA name, to avoid upsetting regular dealers.

Unfortunately, he continued, advertising material distributed along with the food chain set mentioned RCA.

"We could hardly believe our eyes," one Toronto dealer said. "We've been dealing with RCA for many years. We never thought they'd pull anything like this."

The stinging insult was that the food store chain was offering a set

at \$50 less than any comparable RCA portable then available to regular dealers, he said.

"This hurt. They offered the set to Dominion, but not to us. We're the ones who need a special deal to stir up sales."

"When the cat was out of the bag, RCA sent their salesmen out to offer us dealers a similar set to the one Dominion had. This was a good gesture, but to say the least, our relations are strained."

Some dealers see the food store TV offer "as the thin edge of the wedge."

Said Toronto dealer L. A. Wilkinson: "Some American appliance manufacturers sell their complete line to food stores. What's going to be next here?"

Howard David, owner of Armour Heights Electric in north Toronto, said: "I haven't been buying from RCA for three months. But if I were buying, this deal stinks so much I'd drop them. If one company can get away with this kind of dealing, where's it going to stop?"

A Toronto dealer with eight retail outlets said Canadian appliance manufacturers have good relations with their dealers—meaning, he said, they protect franchises.

"This Dominion Stores offer is a product of American thinking," he says. (Mansour recently came to Montreal from the United States.)

People who buy television sets from "cabbage clerks" are just looking for trouble, said Lloyd B. Kiely, home goods marketing man-

ager for Philips Electronics Industries, at a specially called press conference. Only a franchised dealer who will take care of customers' after-purchase service problems should be in the appliance business.

Kiely also lashed out against newspaper ads by a large volume dealer who boasted he was able to buy refrigerators at better than dealers' prices. The refrigerators are delivered to vacant lots, he said, then redelivered to the dealer's warehouse.

Mansour declined to divulge how many TV sets were involved in the Premiumwares order for Dominion Stores, except to say he was able to manufacture sets to use up part of 2,000 packages of parts at the end of a line.

He added: "We're making a comparable deal, same price, same value to our regular dealers. I can't understand why there is so much fuss."

He said Premiumwares told him "they were going to get the sets in Japan if we didn't supply them. We may have forestalled foreign competition."

Mansour claimed appliance dealers have nothing to fear from the food store order. "It's just a test situation. It takes a salesman to sell a television set."

"I won't say we won't ever do this again because we can't tell what marketing circumstances are going to be in 10 years. However, under present marketing, we wouldn't do it again now."

Package Kitchens: The Fight For The Finishes

Youngstown and Westinghouse, the only two manufacturers in the package business nationally, were at odds last week over an old issue: which is best for cabinets—wood, steel or plastic?

With ads like the Gimbels, New York, sample below shouting "close-out" across the country, it looked as if Youngstown were giving the ax to its two series of wood-front cabinets. The alternative? Wood-

grained plastic laminate doors or steel.

Westinghouse, on the other hand, went whole-hog for wood, introducing five new all-wood packages and dropping steel completely from

both its package and cabinet lines.

(Package kitchens are cabinet groups with sinks and a varying number of built-in appliances sold as one unit. For the complete package story, see EM Week, March 14.)

Although the Youngstown factory denied that it was shutting the door on wood, a Youngstown distributor told EM Week, "We're closing out the autumn birch and sandalwood front cabinets because the factory has gone to the plastic type of front." Who was participating in these close-out sales? Key accounts across the country.

"We're not declaring ourselves against wood fronts," Youngstown's Harry Howell, marketing vice president stated. But he admitted there were widespread sales on the two series of wood-front cabinets.

Youngstown has not yet introduced its 1961 packages. And, according to Howell, the company is "not trying to meet a Jan. 1 deadline," a deadline it has aimed for in years past.

What will be in the line when it is finally introduced? "We haven't made up our minds on finishes for 1961," Howell hedged. "Right now, in addition to the two wood-front finishes, we have two in steel and two in plastic laminate."

Another hint of what to expect: "We're trying to get our line simplified." Youngstown now has some 78 packages, all with sinks and both with or without built-ins.

But whatever the size or shape

of the line, one thing seemed certain. If the wind at package introduction time is blowing the way it's blowing now, there won't be enough wood in Youngstown's line to satisfy even a mildly hungry termite.

At Westinghouse, the word was wood, as the company brought out five all-wood packages, three more than were in last year's line. Why wood? "It's so far dominant in the market place," Will Kline Jr., manager of the kitchen department knocked on the nearest available cabinet.

To back up his point, Kline quoted a couple of surveys:

● "A Practical Builder panel in 1959 analyzed houses built by Bureau of Building Marketing Research members and found that 94% of kitchen cabinets in houses priced under \$12,000 were wood; 95% in the \$12,000 to \$19,999 price group; and 96% in the over-\$20,000 group."

● "The government made a study at about the same time and placed the figure for metal cabinets in overall construction at about 8 or 9%," Kline went on. "But of course the Steel Kitchen Cabinet Institute has never admitted less than 20% was steel."

Westinghouse's five-kitchen line of packages looks something like this: all five are in heirloom maple, have sinks and include single ovens and burners—though not always the same size.

THE NEW YORK TIMES SUNDAY, OCTOBER 23, 1960
PHONE PE 6-5100 SUNDAY 1 TO 5 . . . ALL 5 GIMBEL STORES OPEN LATE MONDAY NIGHT

Gimbels

IT TOOK A 1/4 MILLION DOLLAR PURCHASE
TO BRING YOU THESE FABULOUS SAVINGS

1/2 off

Youngstown decorator
wood front cabinets

Who'd believe you could get deluxe cabinets with genuine hardwood doors for so little? Each cabinet is expensive heavy gauge steel with welded joints in steel tracks and warp free for life. Drawers roll easily on nylon glides, serve cork interior finish in gleaming stainless enamel. But, best of all, every door and drawer front is water-tight, built hardwood for a rich, warm look. A product of Youngstown Kitchen Division of American Standard. You see, we for yourself, this will be a selling, no order time.

MFR'S. LIST PRICE

IT LOOKED AS IF Youngstown were turning thumbs down on wood this month when the company unloaded its wood-front series through key accounts like Gimbels.

Pre-election jitters got the latest share of the blame for the poor business conditions in EM Week's city-by-city survey.

EAST . . . NEWARK—The reasons weren't definite, but the answers were: Business is way down, and Christmas buying hasn't appeared yet. Uneasiness about the elections was one reason offered. Another was unwillingness to buy in a falling market; everyone waits for the curve to hit bottom. "But whatever the reason," said Mel Faust of Royal House, "it stinks." September at Royal met last year's figures, but October was 50% down. "Everyone's holding back," he said. And Christmas buying: "People don't know Christmas is coming." Stereo wasn't moving at all. Washers were tops in white goods, with both high and low ends going.

At Prince Range, with five stores in the area, things were about the same as last month. Brown goods were picking up, but down from last year at the same time. Ray Roberts at Prince looked for a bigger December than usual to balance a down September, October and November. "But," he said, "we don't look for a bang-up year," which echoed dealer sentiment in the city.

Complaints about customers and another about manufacturers were heard at Ridge Electric Appliance Store. Customers were shopping for price more than ever, a spokesman said. They come in with model number and lowest dealer price in hand. The answer? Meet it. And for the manufacturers: More faulty merchandise than in the past, and a problem getting needed parts.

Bert Borok of Borok Bros., with more than half of the store devoted to furniture, had a slightly different picture. Borok's, in a big discount house

area, sells strictly at list. A 30-year-old reputation plus its own financing system, plus fat service guarantees (three years on TV, three to five years on washers) enables the concern to do it. Business was up 10%-15% last month as a whole, but last week was 25% down, which Borok attributed to election jitters.

Moe Zimmerman, president of five Brick Church Appliance stores, noted that Frigidaire's 1960 promotion had stimulated some white goods business, but that it was off in general. Brick Church has a big promotion program, but, said Zimmerman, promotion costs are up, and returns down.

One voice in the wilderness was Vice President Hunt, of Igoe Bros., large distributors in the area. Ranges have picked up considerably, he said, showing a great improvement this month over last. Igoe has been running package sale deals with Rio trips as an incentive, and found that dealers are buying early for next year.

SOUTH . . . ATLANTA—"Sales are generally holding their own with last year's, but profits are down." That seemed to sum up the reports of Atlanta appliance dealers.

Said Craig Pinyan, sales manager for Cawthon and Hollums: "Discounts are running higher than the first of the year all across the board—TV's refrigerators, washers—the whole line. Today we're having to give discounts ranging from 15% to 20% to get the business, whereas a 10% to 15% discount was about average 10 months ago." Pinyan wasn't looking for any real pickup until late spring or early summer. "An

election year is traditionally bad, so there's no reason to look for an improvement between now and January. Then the first three months of the year are historically no good—so that brings us up to spring before we can expect a faster pace."

The head of a leading distributor said he thought some of the dealers' problems were arising because of overemphasis on trade-ins. "Since most of the heavy competition in Atlanta comes from the large stores which get into the papers with a good net price, the independent stores must offer some of the same price appeal without a trade-in. The long trades are more effective in the rural areas."

All was not glum around Atlanta, however. The Atlanta Merchandise Mart held its fall show early this year in order to give retailers more time for getting deliveries on Christmas and year-end promotions. The mart's vice president-managing director, Herbert U. Martin, reported that "orders for immediate and future shipments of electrical merchandise exceeded those of last year's fall show." Manufacturers and dealers alike are enthusiastic over the new 23-story mart building now under construction and scheduled for occupancy next June.

MIDWEST . . . CHICAGO—"It stinks for two weeks," forthrightly observed a department store man last week, "and while I don't think it's a good excuse, the closer the elections get the worse it goes."

The answer to the "how's business?" question was more typically a shrug in Chicago, particularly in white goods.

"We're drifting along unprof-

itably," a distributor reported. Another branch said, "We're moving just two models—our biggest and our low-end two-door."

In brown goods, there was more enthusiasm. A North Side dealer said, "I don't know how it happened, but the last four days have been hot for us." His next words betrayed the state of the market: "The Zenith man didn't believe it when I ordered 10 sets I sold over the weekend." That is: first, this dealer didn't have the sets in stock and second, the road man probably didn't believe him at first.

WEST COAST . . . PORTLAND, ORE.—Shutdowns in the Pacific Northwest's basic lumber and plywood industry because of overproduction was being felt in the appliance industry. This plus pre-election apprehension has slowed business, but few dealers are worried and are still looking for a post-election upturn.

According to Gus P. Kikes, appliance sales manager of Electrical Distributing, Inc., and several dealers, TV business was holding fairly steady in spite of these factors.

George Smith's Home Furnishing seized on opening of Portland's new \$8 million Memorial Coliseum for a color TV promotion, giving away a set as grand prize for drawing at the opening "Holiday on Ice" show.

White-Mann Co., encouraged by "a nice spurt in stereo about a month ago" expected it to take off this winter and is planning a promotion campaign to help it along. Weimar Mann reported a drop off in long-term contracts with buyers favoring cash and 90-day accounts.



Trade-In Drive: The Test By Vest

FIRST RETAIL KICK-OFF of the NARDA-"Saturday Evening Post" Wanted: Your Old Refrigerator campaign was combined with 46th anniversary of Stucky Brothers' store in Fort Wayne, Ind. In official vests from left are: Dealer Ken Stucky; Mel J. Abele, Kelvinator Detroit zone manager; Gail K. Pinkstaff, NARDA executive vice president; J. M. Tenney, assistant general sales manager for Kelvinator. Stucky's store is a Kelvinator dealership.

THIS WEEK'S COLOR TV

MONDAY (All Times E.S.T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 2 P.M. (NBC) Jan Murray (Monday-Friday)

WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Perry Como

THURSDAY

- 9:30 P.M. (NBC) Tenn. Ernie Ford

FRIDAY

- 7 A.M. (NBC) Dave Garroway
- 10 A.M. (NBC) Dough Re Mi
- 11:30 A.M. (NBC) Play Your Hunch
- Noon (NBC) Truth or Consequences
- 3 P.M. (NBC) Young Doctor Malone
- 3:30 P.M. (NBC) From These Roots
- 4:30 P.M. (NBC) Here's Hollywood

- 6:45 P.M. (NBC) Huntley-Brinkley Report
- 9 P.M. (NBC) Bell Telephone Hour

SATURDAY

- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) King Leonardo
- Noon (NBC) True Story
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 1:30 P.M. (NBC) The Eternal Light
- 2 P.M. (NBC) Pro (NFL) Football Game
- 6 P.M. (NBC) Meet the Press
- 7 P.M. (NBC) Shirley Temple
- 9 P.M. (NBC) Roy Rogers
- 10:30 P.M. (NBC) This Is Your Life

INDUSTRY MEMO

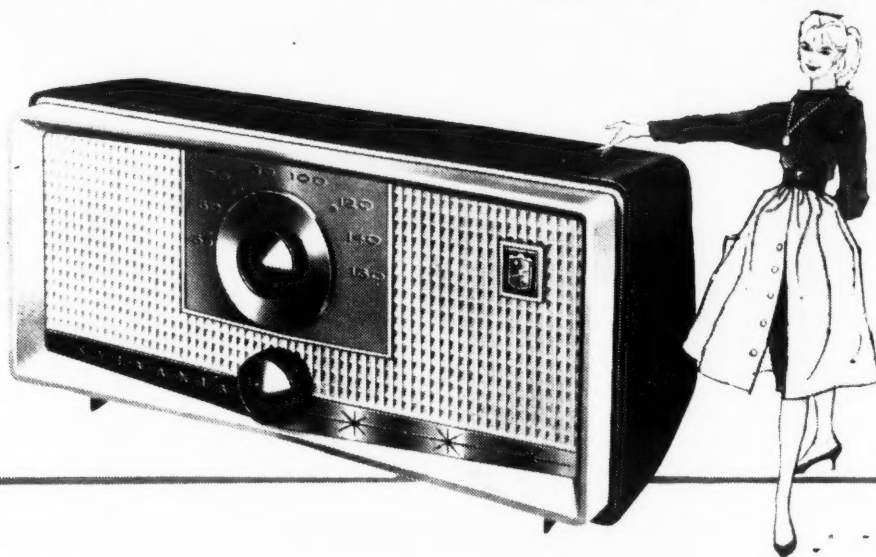
Dishwashers, running well above last year, and built-in gas ranges, up a slight 2%, are the only appliances ahead of 1959 industry shipments figures as of the nine-month mark. Only a solid final quarter will change picture. See page 45.

How are your radio sales?

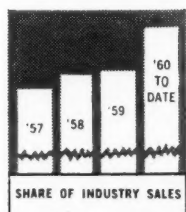
SYLVANIA

share of industry sales

UP 26.4%



*You don't need a crystal ball to see that Sylvania radio sales have a promising future.
You can see it in the sweeping trend in the chart below.*



We thought sales were great in 1959, when our share of industry sales was highest in history.

But thus far in 1960, Sylvania share of industry sales is up 26.4% over the year before.

And during the month of August, Sylvania share of industry radio sales went up a cash-register-ringing 29.3%. (All percentages based on verified EIA figures issued September 29, 1960.)

And all this—in spite of the fact that sales

of all makes of radios are up this year!

Many reasons for growth

For 1960 Sylvania introduced three brilliant new radio lines:

1. All-new All American transistor portables with beautiful styling, performance, and profits for dealers.
2. An all-new Sylvania AM/FM line with fine styling, powerful performance, and sharply competitive pricing.
3. An all-new line of Sylvania Clock and Table model radios, with fine performance and attractive, modern styling.

Add it all up, and you find that Sylvania radios give you the right product, performance, pricing, promotions and, therefore, the profits that make you want to push the line.

Join the swing to Sylvania and swing to greater profits in Radio, in TV, and in Stereo High Fidelity sets.

Have you heard?

In TV, Sylvania share of industry sales is up 18.9% over last year. In Stereo-Phono it's up 23.2% over last year's share. Are you getting your share of the TV and Stereo-Phono business?

Sylvania Home Electronics Corp., Batavia, N. Y.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



Revised Japanese Plan: Going Up

Only color television receivers remain unaffected as the revised Japanese Five Year Production Plan for Electronics Industries sends figures soaring well up over preliminary estimates

Take another look at Japan's projected production figures through 1964. The Japanese have.

Based on what the Japanese consider to be relatively favorable production and export conditions in the electronics industry, the Ministry of International Trade and Industry (better known as MITI) has sharply revised its estimates. And all the revisions point up.

(As in the preliminary report—see EM Week, Oct. 31—these figures were supplied by the U.S. Embassy in Tokyo and the Business and Defense Services Administration in Washington, D.C.)

The totals begin inching up in 1960, move ahead a little more in 1961, climb sharply in 1962 and take off at full gallop in 1963 and 1964.

Here's a comparison between the revised grand total (in millions of yen) and the preliminary Japanese Five Year Production Plan:

Year	Revised	Prelim	% Up
1960	392,560	382,585	2.61
1961	436,520	406,363	7.42
1962	485,400	422,272	14.95
1963	540,000	440,067	22.71
1964	630,710	456,323	38.22

Already, output of the Japanese electronic industries during the first half of 1960 is 40% higher for the first six months of 1960 as compared with the first half of 1959, according to the Electronics Division of U.S.

Business and Defense Services Administration.

The Japanese have stuck to their preliminary 1960 estimates for television receivers—3,200,000. Through the first half of this year, they have produced 1,748,400 TV receivers.

But starting in 1961, Japan will be aiming for increased production over the preliminary Five Year Plan. And instead of producing about 2.8 million or 2.7 million sets throughout the 1962-1964 period, the Japanese plan to turn out over three million sets each year.

Only for the time being, will TV exports to the United States remain a mere trickle. For the first eight months of this year, only 322 sets were shipped in, almost all with less than 21-inch screens and worth about \$19,238.

The production story for radio receivers of all types is much the same. But the increase starts right away.

Originally, the Japanese planned to turn out 11,705,000 sets for 1960. Under the revised plan, they will produce 11,900,000. For the first half of 1960, Japan has already turned out 6,085,300 sets, a dramatic increase over the 3,945,200 sets they produced for the first half of 1959.

Significantly, perhaps, the Japanese have not altered their color

TV production totals in the revised Five Year Plan. They are still planning to produce only 4,000 this year. Production will triple next year and by the end of 1964, the Japanese figure they will be producing at the rate of 100,000 color sets a year.

Price is apparently one of the major deterrents. Color sets in Japan currently cost the equivalent of about \$1,450. No one can predict how the demands for color will grow—cost of programming color runs about five times as much as black and white telecasting.

But the presence of the 1964 Olympic Games in Tokyo may give color television a significant boost.

A major breakthrough may be coming in tape recorders. Of all the consumer electronic items, tape recorder production statistics took the biggest jump—a leap of 46.07% over the preliminary plan for the five year period.

Under the revised plan, TV receiver production increased 7.10% over preliminary estimates and total radio receiver production was scheduled for a 3.03% increase.

For 1960 at least, this expansion of Japanese production, according to the U.S. Embassy in Tokyo, can be attributed to the high level of investments in Japanese industries and the continued rise in the consumption levels of the Japanese. Other contributing factors: increase in exports, and a number of technological agreements which have improved production processes.

Japan's Revised Five Year Production Plan For The Electronic Industries, 1960-1964

Bold face indicates revised figures from Preliminary Plan (see EM Week, Oct. 31)

Categories	1960	1961	1962	1963	1964
TV receivers	(1,000 units) 3,200	3,200	3,050	3,050	3,030
	(million yen) 128,000	121,600	109,800	103,700	96,960
	(million dollars) 355.5	337.8	305.0	288.1	269.3
Radio Receivers	(1,000 units) 11,900	12,300	12,300	12,300	12,300
	(million yen) 51,500	53,000	53,000	53,000	53,000
	(million dollars) 143.1	147.2	147.2	147.2	147.2
Color TV receivers	(1,000 units) 4	12	30	60	100
	(million yen) 2,000	4,800	9,000	12,000	15,000
	(million dollars) 5.5	13.3	25.0	33.3	41.6
Tape recorders	(1,000 units) 350	470	620	750	860
	(million yen) 7,250	8,820	10,460	11,580	13,020
	(million dollars) 20.1	24.5	29.1	32.2	36.2
All other equipment	(million yen) 203,810	248,300	303,140	359,720	452,730
GRAND TOTAL	(million yen) 392,560	436,520	485,400	540,000	630,710
Percentage increase over preceding year	13%	11%	11%	11%	17%

Source: Ministry of International Trade and Industry, Japanese Government. Note: 360 yen = \$1.

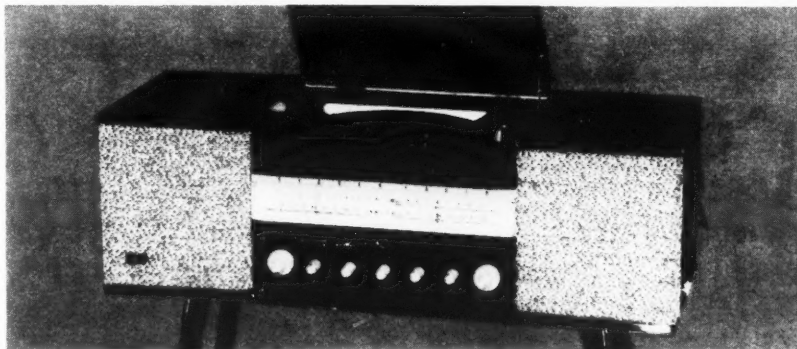
Wrong Numbers In Last Issue

Because of garbled cable transmission from the McGraw-Hill World News Tokyo Bureau, Japanese export figures for radio phonographs and television sets were printed incorrectly in last week's EM Week.

So far, the Japanese have actually shipped only 322 television sets to the United States, worth \$19,238, and only 245 sets during August.

The eight-month total shipment to the U. S. of radio phonographs is 16,758 units, worth \$496,979, instead of the 49,610 as reported.

Only 2,661 radiophones were shipped to the U. S. in July. Another 3,730 came in during August.



Hitachi's Stereo Combo: Can You Top This?

THE PRICE IS \$90, retail list in Japan. And nobody at Japan's Electronics Part Show could beat that (see EM Week, Oct. 31). The new set is a combo four-speed stereo record player and 10-tube, two-band AM-FM stereo radio, consisting of two sets of five-tube, two-band radios to give two channels which operate separately. Hitachi plans to ship these to U. S. soon.

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Emerson Radio: Positive About Negative Ions

Although the Food and Drug Administration is still cracking down on air purifiers, Emerson Radio & Phonograph Corp. is optimistic about its new \$100 electrostatic precipitator

"The Ionator has a fabulous potential because it's truly a health appliance and the American public is more health-conscious now than ever," said Emerson's director of sales, Arnold Henderson. "Response to the Ionator has been fantastic and, don't forget, we just introduced it."

Henderson claims that the New York showroom has been swamped

with people anxious to buy the Ionator but, since no selling is done at the salon, they're referred to their nearest distributor. "If customers really need the machine in a hurry, we'll see that they get priority but we're definitely not selling in the salon," Henderson claimed.

The Ionizer carries a \$100 tag—deductible for income tax purposes if purchased upon a doctor's prescrip-

tion—and will be sold through Emerson distributors and dealers.

Henderson explained that the company doesn't expect to get full distribution for some time. "The plan," he said, "is to go slowly and get good distribution until we can produce enough to meet demand."

"Health-ionized air" is the phrase that Emerson is using to advertise its product that "takes impurities out and puts health ions in" the air.

Here's how it works: Air enters the unit through a mechanical filter that rids the air of large foreign particles before passing it on to a

vertical wire that gives a positive charge to any particles left in it. Then the air passes over a magnetic field that attracts and holds the positively charged particles. Finally, after passing through another filter, the air is blown over a 4,500-volt negative ionizer that sends negative ions back into the room with the electronically filtered air.

Emerson claims in its advertising that health ions can "better your life if you feel tired and depressed, have respiratory ailments, or are sensitive to pollen, fumes, soot, dust or odors."

Are You Hazy About Pure Air?

If you're not confused now, chances are you will be soon. The industry has been talking about activated charcoal filters and electrostatic precipitators. Now they're starting on negative ions

For the past two years, manufacturers of portable air purifiers have discussed mechanical filters, ultraviolet lights, ozone bulbs and electrostatic precipitators as methods for purifying air. All this equipment—alone or in combination—would "rid the air of 95% to 99% of all dust, soot, pollen or other airborne contaminants and help asthma and hay fever sufferers."

Almost as soon as it was born, the air purifier industry ran into trouble. The handful of manufacturers that made the mechanical air filters were slapped by the Food and Drug Administration for what the FDA called "unwarranted claims made pertaining to health."

When the trend in the industry shifted to electronic filtering devices, the FDA roared again because the purifiers sent "uncontrolled amounts of ozone into the air." More and more companies got into the purifier business—some with mechanical filters, some with electronic filters and some with a combination of both. And the FDA continued to crack down; this year it seized 13 purifiers because of "false medical claims" for the products. Now, there's a new trend in the industry—negative ion generators.

Manufacturers are starting to push

what were once considered little more than by-products of electronic filtration—negative ions. In the past, some manufacturers did talk about the "health benefits" of negative ions, but they were never really pushed until Emerson Radio and Phonograph Corp. introduced its purifier-ionizer three weeks ago.

A lot of excitement is being generated about negative ions by favorable publicity in the October "Reader's Digest" and the November "Consumer's Bulletin." Four manufacturers are marketing or are about to market negative ion generators and the odds are that the air purifier makers that soft-pedaled negative ions soon will follow.

Medical researchers have worked on negative ions for years and some of them believe that an excess of negative ions in the air we breathe has a stimulating effect on the respiratory system that adds to our general well-being and imparts a feeling of health and vigor.

In the bronchial tubes, windpipe and nasal passages, small hair-like projections called cilia propel the sticky mucus of the air passage linings away from the lungs toward the nose and mouth. The mucus acts as a trap for foreign particles like

dust or pollen. The cilia serve as small brooms that sweep the particles away from the lungs. Some doctors believe that reasonably high concentrations of negative ions accelerate the sweeping action of the cilia and loosen the mucus so that the air passages can be cleared faster. Positive ions, on the other hand, tend to retard cilia action.

But not all negative ions are beneficial. Two of them—ozone and nitrogen oxides—are toxic in very small concentrations. Ozone was the cause of a great deal of concern on the part of the Food and Drug Administration earlier this year (EM Week, May 30). The FDA warned that ozone is more deadly than carbon monoxide and that it should be controlled.

Any purifier that emits negative ions also gives off ozone and nitrogen oxides. The problem is that manufacturers haven't been able to control the amounts of the toxic ions that are sent into the air with the rest of the negative ions.

Manufacturers claim that "the amounts of ozone and nitrogen oxides that are given off are too small to hurt anyone unless the ions are sent into a small area like a telephone booth for an extended period of time. Even TV sets give off ozone and nitrogen oxides," they claim, "and nobody has ever suffered harm from ions emanating from their TV sets."

You Can't Eat An Appliance

That's why a lot of cheese makers and other perishable food manufacturers use small appliances to package their gourmet foods for Christmas

This year for about the 20th Christmas in a row, a good many people will get ice buckets, griddles, broilers, fry pans, grills or other small appliances filled with cheeses or other food delicacies as gifts.

"The psychology behind the whole thing is pretty simple," a small appliance manufacturer told EM Week. "To really understand it, you've got to consider some of the motives that are sometimes involved in gift-giving in our society.

"How often have you heard a salesman talking about the trouble he has been having selecting a gift for that old so-and-so of a purchasing agent or buyer? After all the trouble that he goes through in trying to find 'something different,' it would be too bad if he decided to give a fine food in an ordinary year-round container.

"You know what happens after the food is gone. Either you keep the container to sort nails or old paint brushes, or you throw it away. Once the food is gone, there's nothing left to remind you of the gift or—what's infinitely more important—the crafty giver.

"That's the reason that a lot of small appliance makers join the fine food people in packaging at Christmas. The food people get a non-perishable container that has a gift appeal of its own, and we sell more appliances."

This year one of the country's biggest cheese makers, the Wisconsin Cheese Makers Guild, mailed customers elaborate catalogs that displayed cheeses in everything from suitcases to corn poppers. Two small appliance makers, West Bend Aluminum Co. and Mirro Aluminum Co., were well represented.

"We've been quite successful in this area," a West Bend spokesman said. "Food manufacturers and processors use our full line to package and sell nuts, fruit, candy, cake and even meats. One company uses our roasting platter to display a brace of smoked pheasant."

A Parade Of Power From Porter-Cable

"The purpose of the Parade of Power campaign," said Tabat, vice president of Porter-Cable Machine Co., "is to introduce the home craftsman to power tools at reasonable costs." The fall promotions will be backed by an intensive dealer assistance program with help from company sales representatives.

Heading the Power Parade is a new "professional capacity" router that also serves as a power source for four attachments: A finishing sander, a scroll saw, a power plane and a shaper table.

Also featured in the promotion are an electric hand saw (\$49.95), a 10-piece saw kit (\$54.95), a belt sander (\$59.95), a 6½-inch saw (\$39.95), a 6-inch bench grinder (\$39.95), a finishing sander (\$34.95) and a ¼-inch drill (\$19.95).



Latkes And Borscht In Macy's Basement

DEMONSTRATIONS of authentic Israeli recipes in an Osterizer blender was a feature of Macy's United Nations Week promotion of electric housewares.

Wood Kitchen Cabinet Men Switch Their Pitch

With sales down just 4% from a record 1959, the NIWKC sets a new pitch, school, standards

There were 56 wood kitchen cabinet industry leaders at the fifth annual convention of the National Institute of Wood Kitchen Cabinets in Point Clear, Ala., and they put together quite a three-day program—one that covered every base in sight.

The industry slogan, for example, was changed to "factory-finished quality" from "wood for enduring beauty." All of which points to more of a hard sell approach in the future. How far in the future? One indication: no ad budget has yet been set for a campaign.

NIWKC's successful kitchen school gets a little expansion this year, too. Planned for the week of March 12 in Chicago, the six-day school will include a full two days of management seminar.

The kitchen business has import problems. The biggest: Semi-assembled units are coming in from the Orient. As a starter, the institute will study the situation, hoping to suggest some sort of a quota system.

On the home sales scene, the group discovered it was not married to residential building. Analyst G. C. Klippel of Indianapolis pointed out that building through August was down 16%, while cabinets were down just 4%. NIWKC in 1961 will furnish composite profit and loss, inventory and receivables percentages.

A series of other statements came out of this year's convention: NIWKC has no plans to merge with other groups, though the subject is open.

More period style cabinets will be sold.

Off-the-floor cabinets are "in."

Appliance dealers still are in third spot as kitchen retailers.

No big price changes expected.



GEORGE W. MERNICK, left, of Gregg and Son Inc., Nashua, N. H., takes over as the new president of the National Institute of Wood Kitchen Cabinets at the group's fifth annual convention in Point Clear, Ala. Mernick succeeds Arthur M. King, right, of The Mengel Co., Louisville, Ky.



WHIRLPOOL FACULTY makes a fast last-minute change in the curriculum. Left to right are Jack Sparks, vice president, sales; Roy Howard, director of advertising and sales promotion; Harry Kane, laundry division manager.

So Where's The Football Team?

That's all that was missing when some 700 distributors and their sales forces did the back-to-school bit at Whirlpool's "College of Product Knowledge" (EM Week, Oct. 31). Here's a quick look at what went on inside the ivy halls at "big W"



NEW CORPORATE INSIGNIA is held up by Parker Dowell, general sales manager. The stylized "W" eventually will be on all products.



LITTLE GIRLS and roses are still a favorite Whirlpool theme for consumer ads, strong on the "Your family will like our family" angle.

Wards Chops From \$15 To \$100 On White, Brown Goods Tickets

The cover of a brand-new 112-page holiday sales catalog shouts "Of course Wards prices are low" . . .

. . . and the inside proves it. Here are some offers:

- Portable 19-inch TV (63ND4225-R) at \$149.95, \$30 more for UHF.
- Console 23-inch TV (63S5202R) at \$194.88, a \$25 cut.
- Portable 17-inch TV (63S4221R) at \$109.88, an \$18 drop.
- Eight-transistor pocket radio (62S1214L) at \$26.88, down \$6.

- A 13.5-cu.-ft. pushbutton defrost single-door refrigerator (69S1350-RW) has full-width crisper, turquoise trim, butter-cheese keeper, going now at \$199.95, a \$40 cut.

- Suds-saver automatic washer (85ND6618R) has three wash temperatures, three rinses, fabric guide

controls, is listed at \$154.88, \$25 off the price listed in Ward's summer sales book.

- Upside-down 14.4-cu.-ft. double-door frostless in the refrigerator (69ND1480RW), at \$319.88, \$100 under the spring catalog. This freezer headlined a list that shows \$15 to \$50 cuts across the board on eight other models in fall catalog.

- Upright 13-cu.-ft. freezer (69S4360RW) is going now at \$188.77, which is \$31 under fall catalog price.

There were, of course, a few sleepers—uncut prices—scattered through the pages. But in the main, this mailer shows serious intent to get some business.

Phone orders, charge orders, consumer benefits—it all got pitched hard.

Under \$200, it's "\$5 down." Over \$200, "\$10 down."

KitchenAid Beefs Up Short Line

In a big switch from its usual one-every-so-often model introductions, KitchenAid last week bowed three dishwasher series

In expanding its line, the division of Hobart added two new dishwasher cycles, built-ins where it never had them before and an almost unlimited choice of color, finish and trim.

KitchenAid doesn't believe in annual model changes, Sales Manager Harold E. Martin reminded a group of new-line-lookers at New York's Sheraton-East. But, Martin went on, when the company feels it has something new, it shows. And the news this time was in both the merchandising and product ends of the line.

Here's how the line shapes up now:

There are three new series of built-ins, topped by the Superba Varicycle. Superba models have a 12-NEMA place-setting capacity. And, in addition to the regular KitchenAid "full" cycle, they feature two new cycles: 1) "Rinse and hold," where the unit does just that, allowing users to store half loads without the food's caking or smelling; and 2) "utility," where the unit takes care of heavy pots and pans, burned-on food and the like.

One step down from the Superba is the Imperial—minus the two extra cycles. Down one more step is the Custom—minus two NEMA place settings.

Suggested lists on the series, top to bottom, in white with gravity drain: \$360, \$328, \$289.95. All are available as free-standing units.

NEW RCA WHIRLPOOL Gas Ranges are loaded for fast sales

Loaded with luxury features and priced to sell fast, these new gas ranges are *right for today's market*. Push up your range sales with these two exceptional values. Get the full details from your RCA WHIRLPOOL distributor.



New 36" Value Leader with...

- **"Flame-Set" Burner with a Brain**—thermostatically-controlled, makes every pot and pan an automatic cooker.
- **New Set-On Griddle**—provides thermostatically-controlled grilling for every type of food.
- **Clock With 4-Hour Timer**—signals with continuous buzzer when selected time has elapsed.
- **Removable Oven Door**—lifts off to make oven cleaning easier. Door is counterbalanced.

New 30" Space Saver with...

- **Thermostatically-Controlled Surface Burner**—maintains pre-selected heat all through cooking. Every pan can be automatic.
- **Giant 24" Balanced-Heat Oven**—has automatic ignition, removable door with window and light.
- **Low Broiler Located Under Oven**—provides radiant heat, "smokeless" broiling. Has drop-down door for easier loading and removal of food.
- **Dispos-A-Bowls***—aluminum throw-away liners for surface burners can be wiped clean or replaced economically.

*Tmk.



Your family will love our family of home appliances

RCA Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Both models have
automatic pressure regulators!

Join up! ...it's easier to sell RCA WHIRLPOOL than sell against it!

NOVEMBER 7, 1960

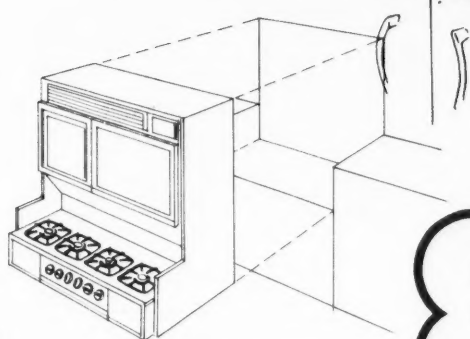
TODAY'S BIG HEADLINER!

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ROPER



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BACKED BY POWER-
LOADED PROMOTION!

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Fits neatly in 40" pre-planned alcove between or at end of cabinets.

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GET YOUR SHARE!**



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- New satin-chrome tilt-up cooking top!
- Style-Slim burner controls!

GEO. D. ROPER SALES CORP.

A SUBSIDIARY OF GEO. D. ROPER CORPORATION
KANKAKEE, ILLINOIS

YOUR personal BUSINESS

If you're selling your house, it's to your advantage to set up a financing plan for prospective buyers. Although some buyers will prefer to arrange their own mortgages, it won't hurt you to be prepared.

There are two possibilities in setting up a plan. The first, and easiest, is to arrange for the buyer to take over your mortgage. The second is to prepare a complete refinancing package.

If your particular needs call for the latter, you'll need the help of an expert, your lending institution, for instance. But you can manage the first possibility by yourself.

You can arrange to have the buyer take over your mortgage in two ways:

One, the simplest, is to notify your lending institution that your monthly payments—for interest and amortization of the loan as well as escrow for taxes and insurance—will be mailed in by the new owner from now on. Under this arrangement, you—the original borrower—are still obligated under the mortgage bond. If the new owner is delinquent in his payments, the lending institution can legally hit you up for them.

The second method is to assign the mortgage to the new owner, thus shifting the obligation to him. He will have to go through a complete credit check first, of course. There's one drawback here, though, that might make him balk: Since the transaction is looked on as a new loan, the new owner may have to pay a higher closing fee and a higher rate of interest.

One obvious advantage of mortgage takeovers is they're convenient. Another: You eliminate the penalty you would have had to pay if you had paid off your remaining debt—after selling your house—before the date was up. Lenders charge such penalties to make up for the interest they lose. Naturally, when the buyer takes over your loan, there is no loss of interest, so there's no penalty.

Two difficulties may arise with takeovers, though. First, the obvious one, if you have not actually assigned your mortgage over to the buyer, he might default and you'd be stuck. In the present real estate market, this risk is not too great. Since property values are constantly on the rise, chances are usually good that your property would bring in enough on a foreclosure sale to repay the debt.

But the second difficulty, though not so obvious, may cause more trouble. Chances are your financing arrangements won't suit your buyer's circumstances. Why? Because each time you've made a payment, the principal of your loan has declined and the value of the house has risen. Here's an example of what that means in cold hard cash:

Say you bought your house some years back for \$20,000, paying \$4,000 cash above a \$16,000 mortgage. Over the years, what with rising values and improvements, you might have a chance to sell that home for \$24,000. But you have amortized your mortgage to \$14,000 or less. This means that a prospective buyer, to take over your loan, must have at least \$10,000 for a down payment. And that's not likely.

AND

Gadgets and gimmicks: If your secretary's letters look as if she'd typed them with her toes, there's succor in sight. From Type-Out Corp. of New York, comes word of a new, chemically treated bit of paper that makes quick, clean, typewriter erasures.

All your girl has to do after she makes a mistake is: (1) Backspace to the error, (2) slip the small sheet of Type-Out over it, (3) retype the error. That erases the error, leaves a clear space for a correction. It even works on mimeographed material.

Sample kits—36 sheets, 3,240 erasures in all—are available for \$1.09. Write Type-Out Corp., Dept. MH, 850 Seventh Ave., New York.



"It's the reply to that letter I sent Congressman Wilton. He says, 'Dear Sir: You think you've got troubles. I wasn't reelected! Sincerely . . .'"

IT ALL STARTED WHEN . . .

The Scoundrel Who Became World's First Kitchen Expert



Kitchens in America are better equipped and are better laid out than those anywhere else in the world. One of the many men responsible for this achievement was the 18th-century New Englander Benjamin Thompson. Thompson was a scientist and heating expert; but he was also confidence man, rogue and bon vivant. Hence history remembers him best as "Count Rumford."

● NEW
IN THIS
ISSUE

As a boy, during the mid-1700's, young Thompson dreamed of the glories of military adventure and of hobnobbing with royalty. He would like to have been a prince and marry a princess. His sympathies lay with the Crown at a time when Englishmen were extremely unpopular in the struggling Colonies. Before his 25th birthday Thompson was accused—and rightly so—of being a spy, and run out of the country. In England he agreed to become a personal spy for the degenerate Lord George Germaine in exchange for the job of an under secretary in the Foreign Ministry. Although Thompson managed to accumulate more than a million dollars through nefarious means, this was not enough. He was caught selling British secrets to the French and barely managed to escape to Bavaria with his life.

In Bavaria, Thompson, now Count Rumford (he had been knighted by King George III as a cover up for his espionage activities), turned his interests towards science. In England he had standardized and improved explosives, and developed the theory of ballistics that bears his name today. Now in Bavaria, he began his study of heat transfer. His caloric theories were revolutionary in 1780 and are applicable in the design and manufacture of heating equipment today.

Thompson was horrified that the city of Munich with a population of 60,000 had 2,600 beggars. He created a Society for the Amelioration of the Condition of the Poor, took the beggars off the street and attempted to feed them.

He soon realized the shortcomings of kitchen layout and designed his own equipment. Pots, kettles and pans were developed that made the most of available heat. He built an oval range so the chef could keep an eye on all the pots by simply standing in the center of the oval. His experiments with silver-coated glass produced the device called a thermos bottle. Sunk-en steam saucepans found in restaurants today are exact copies of Thompson's design. The familiar electric coffee percolator is just an extension of the Count's drip coffee pot. Because of his Yankee love for coffee, he even wrote an essay, "Of the Excellent Qualities of Coffee and the Art of Making it in the Highest Perfection," which attempted to "sell" the coffee habit abroad—it failed.

Another essay devoted 300 pages to kitchen equipment, emphasizing heat-saving techniques. Today's electric kitchen appliances are all based upon the technical discoveries of the spy-scientist Benjamin Thompson.

ABOUT THE AUTHOR—The "men behind the product" have always fascinated Ben Leerbuerger, who as an associate editor on McGraw-Hill's "Product Engineering," is in a unique position to pursue the subject. For some years now he has written a widely read column of historical anecdotes for his own magazine. It makes such fascinating reading that EM Week has asked Leerbuerger to do a similar column for this page once a month.

SPIN

HOTPOINT'S REVOLUTIONARY

DRIES

faster



Model LB195
Dryer, Vent-Free
as model LC195,
Matching Washer,
Model LW195

Hotpoint gives you extra sales power with
ALL-PUSHBUTTON TOUCH COMMAND

Just the touch of a button automatically selects
the proper drying time and temperature to custom
dry any washable! Here is fully programmed drying!

Hot

A Division of General Electric Company, Chicago 44, Illinois

NO-GLOW

NEW DRYING SYSTEM

safer

cooler

And you can PROVE it—right in your own store!

Now with new Speed-Flow, you can sell new drying speed and safety throughout the line—and **only Hotpoint has it**. This revolutionary new drying system dries typical family loads in only 35 minutes—20 minutes for wash 'n wears, 10 minutes for special items—yet Speed-Flow dries at lower, safer temperatures! The exclusive

new Hotpoint NO-GLOW HEATING UNITS never get red hot—an industry first! There's standout sales appeal in styling, too—with the unique Free-Span control panel and the distinctive Windsor Gray color on the limited edition Custom Crest models. For more sales in '61, promote and sell Hotpoint Speed-Flow with Touch Command!

Amazing demonstration helps you sell speed-flow drying!



Open dryer, push start button. Heating units "glow" because of improper air circulation due to open door.

Put the Plexiglas door in place—the glowing stops and pinwheel spins. This proves No-Glow to your customers.

This effective demonstration shows your customers how Hotpoint's new air-flow system delivers faster, safer, cooler drying—with the only heating units that never get red hot! Demonstration kit includes Plexiglas door and pinwheel spinner. Order yours today!

Hotpoint Dealers' profit opportunities are greater than ever before
...if you're not a Hotpoint dealer, you should be!



Hotpoint laboratories proved it—Speed-Flow makes it possible! Dry most family loads in approximately an hour on 115 volts—up to an hour faster than other dryers! In tests of Hotpoint and competitive dryers, identical ten-pound (damp dry) mixed cotton loads were used. Promote this amazing new speed—PLUS the savings on installation costs and electricity—to increase your dryer sales!

**EXCLUSIVE WITH
HOTPOINT**

point



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

NOVEMBER 7, 1960

Telephones Of Near Future Will Change Your Business

AT&T president reveals Bell System research projects are aimed at radically new methods of business communication. How will these developments change your present way of doing business?

The answer to that question was given to top-level retail, distributor and manufacturing executives at the recent 32nd annual Boston Conference on Distribution.

Communications research, American Telephone and Telegraph Co. President Frederick R. Kappel told his audience, is bound to change your present selling techniques, put you in touch with new markets, help you speed goods to market and improve your methods of inventory control.

To help businessmen use the telephone in new ways, Kappel said, "We have recently been assigning Bell System account managers to work full-time with our larger customers.

"But if you have an idea first," he continued, "and whether your needs are large or small, by all means don't hesitate to ask your telephone company what it can do for you.

"Chances are good that we can do a lot, and maybe much more than you would ever have suspected.

"Every so often," Kappel explained, "I run into a businessman who tells me he wishes there was some way the telephone company could perform such and such a service for him—when the fact is, we could have done it long ago if we had known his needs sooner."

The Data-Phone technique, for instance, can be applied to smooth many snarls in today's complicated distribution channels, Kappel indicated.

To help control decentralized distribution, many companies have installed data processing machines. The Data-Phone translates data machines' language and sends it over regular telephone networks instead of special leased lines.

"You dial the number of the machine at the point of supply, whether in the same town or across the country, and punch a button on your machine. From there on the telephone network takes over ordering the quantity you want, and updating accounting and inventory records.

Delta Airlines, Kappel revealed, next year will be the first large business to change over from private lines to the regular telephone network for data transmission.

The expanded telephone network allows more special business uses of regular lines, Kappel said. In the future telephone service will be even more flexible.

"Take dialing, for instance," he said. "Today about 20 million telephone users in the U. S. can call across the nation by direct distance dialing. A few years hence, this will be almost universal.

"Today also, in most cases an operator must ask you for your number. Within a few years, however, this will rarely be necessary,—on most calls your calling number will be recorded automatically."

And not too long from now, Kappel continued, if you want push buttons on your phone instead of the dial circle, you may have them. Also, a telephone is coming soon which will dial your numbers for you.

Such automatic dialing could be hooked up to many record-keeping

machines now in use. Then the computer would "lift the receiver" and "talk" with a business machine at the other end of the line.

Another practical possibility is to "query a distant computer in data language and get back spoken answers." The advantage is, Kappel noted, "that you get your answer directly, instead of on punch cards which have to be translated by another machine."

And for people on the move, Kappel affirmed, there will be millions, not just thousands, of mobile telephones hooked to the big network. "Eventually," he said, "it is altogether possible that you could carry a pocket radiotelephone," enabling you to talk with a customer or a supplier or your home office anywhere in the country or the world.

"More immediately, so far as shopping is concerned," he said, "many department stores now sell from 5% to 13% of volume by telephone. The average sales ticket is higher and selling costs are lower. We telephone people intend to make a special effort to spur the telephone shopping trend."

This month, one county in Illinois will be the first trial area for a new kind of telephone switching system—the electronic central office, Kappel told his audience.

One of the new services which this office can perform is automatic transfer. If you were to be at a friend's house and did not want to miss an important call coming to your house, you would simply dial a code and the electronic office would transfer all incoming calls.



CHANNEL MASTER, The Comes Up With 3 More



ELECTRICAL MERCHANDISING WEEK

Free Ad Mats Still Available

Over 600 EM Week readers already have requested the Christmas ad mats which we featured in our Oct. 3 Christmas Merchandising issue—but there's still time to order them if you haven't already done so. Simply fill in the coupon at right and mail it to EM Week.

The mat service contains a variety of elements which can be used in developing your own Christmas ads. By using the illustrative elements provided in the ad service and adding mats of the products you wish to feature, you can tailor the ads to your own requirements. There are five pages of mats.

YES, I CAN USE THESE MATS

Please send me a set of the mats illustrated in your Oct. 3 issue. I understand this is an exclusive EM WEEK service for its readers and that there is no charge for these mats. Send them to:

YOUR NAME _____

STORE NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

After you've filled in this form, mail it to

EM Week's Ad Service
330 West 42nd Street, New York 36, N. Y.

It's Cooperation Aimed At Profit

What does an electrical league—an association of dealers, distributors and utilities—do? Here's an example

Nearly two million electric customers live in the area served by the Northern California Electrical Bureau, one of the nation's 60 electrical leagues. The key local utility is Pacific Gas & Electric—one of the biggest.

Working together, the Northern California Bureau and the utility spend an estimated \$150,000 to \$180,000 each year in promotional activities—many of them designed specifically to aid appliance dealers. All are geared to stimulate electrical product sales.

The end result? An easier road for appliance dealers in Northern California.

Promotions are divided into two categories by the Northern California Electrical Bureau. These are:

1. Extended duration of repeated promotions geared to the long-term sell.
2. Short-duration, high-impact programs covering a specific product or event.

Cooking schools are one example of an extended-duration Northern California Bureau promotion. The bureau may run dozens of these throughout the area each year.

The bureau conducts 13 electric heating schools each year. It also provides special appliance shows for fairs, festivals, etc.

To encourage the Medallion Home program, the bureau pays co-op to builders whose homes meet gold or bronze medallion standards.

Short-duration promotions, by-and-large, cover individual appliances, with a television event, run in September as a good example.

One event is annual, though, and it's traditionally held during February, with the high-spot—a \$20,000 grand prize drawing—coming during National Electric Week.

The bureau normally spends nearly \$20,000 a year itself on these short-duration promotions, allotting \$6,000 to \$7,500 to each event.

Main duty of the bureau in any sort of promotion is to coordinate the activities of dealers, distributors and utilities. The bureau also supplies a good deal of point-of-purchase material and often the prizes.

The utility, with its strong financial advantage, usually handles the advertising and supplies manpower.

A typical utility-run advertising program would include ads in local newspapers, radio-TV and periodicals, billboards, display signs on utility vehicles, plus inserts in monthly utility bills.

To Sharpen Your Pitch . . .

. . . watch TV commercials. That's the philosophy of a new home study sales training course offered by Ed J. Hegarty. His three-unit course tells you what to watch for and how to apply it to get fast, to-the-point sales stories across. Price: \$15.

Write to Hegarty at 332 Ruth Ave., Mansfield, Ohio.

NEW! THE PORTABLE THAT'S ALSO A TABLE MODEL!

CHANNEL MASTER 8-Transistor Home 'n Travel

Model 6515

Looking for action this Christmas—lots of it? Here it is *in spades!* Channel Master, who really comes up with the big ones, comes up with another winner. Just recently introduced, this Home 'n Travel number has already topped our highest sales hopes. Trim 'n light enough to be carried sling-style—it packs the rich tonal quality and full power of a table set. **THIS IS THE MOST SENSITIVE TRANSISTOR RADIO EVER MADE!** Its 'miles ahead' performance penetrates deeper into the hard-to-reach fringe areas—lets it get stations other radios can't! Styled to excite and priced to go at \$59.95 list.

Features: RF amplification stage. 3-gang tuning condenser. Extra-long built-in antenna. High signal-to-noise ratio. Simple pin-point vernier tuning. Full 3½" speaker. Standard "C" cell batteries for longer playing life.

Complete with: Cowhide sling-type carrying case, private ear-phone with leather case, plug-in auxiliary antenna.

'Miles Ahead' Radio Line, Christmas Naturals!

NEW! THE TABLE MODEL THAT'S ALSO A PORTABLE!

CHANNEL MASTER Cordless

Model 6510 and 6505

Gift appeal is built right into this highly versatile radio. You offer your customers one set that adds up to two—for the price of one! A genuine table radio, full-sized, with big-speaker tonal richness—it doubles as a carefree play-as-you-go set. The lift-out hideaway handle does it! Remarkable pull-in power. Large slide-rule dial, easy vernier tuning. Irresistibly styled in two-tone caramel and white with gleaming gold trim.

TWO MODELS! LET YOUR CUSTOMERS TRY 'EM FOR SIZE!

6510 features: 6 matched transistors (plus 2 diodes and 1 thermistor). Full 5" speaker. 4 "D" cell flashlight batteries provide full year of playing life (average use). Tone control switch. 13" x 6" x 4½". \$42.95 list.

6505 features: 5 matched transistors (plus 1 diode and 1 thermistor). 4" speaker. 4 "C" cell flashlight batteries for extra-long playing life. 10¼" x 5½" x 4½". \$32.95 list.



SURE-LURE CORDLESS TWIN DISPLAY. Elegant, inviting...a perfect counter-piece designed to show off the Channel Master "cordless twins" to maximum advantage in minimum space. Ask about it!

CHANNEL MASTER WORKS WONDERS IN SIGHT AND SOUND

Copyright 1960 Channel Master Corp.

NOVEMBER 7, 1960

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PEOPLE in the NEWS

Westclox—Donald F. Clemens has joined the marketing department of the division of the General Time Corp. as product manager of a line of new clock-radios.

Admiral—James R. Gall was appointed sales manager-air conditioners, dehumidifiers and freezers for the Admiral Sales Corp. He replaces B. L. Stahlschmidt who was recently promoted to general sales manager.

Permaglas—Lee Zoeckler was appointed manager of sales and product training for the division of A. O. Smith Corp. It is a new post.

Westinghouse—Edmund H. Filipak was named product planning manager of the electric range and cabinet department of the major appliance division. He replaces Roger Masquelier who was transferred to the sales training department.

ment. Filipak was central regional manager.

Lau Blower Co.—Burt Sloane was appointed fan marketing consultant as part of a more aggressive sales and marketing policy for the company's window fan line. He will continue to serve as New York City manufacturer's agent for the company.

Amperex—Tom O'Connor was promoted to distributor sales specialist. He formerly was manager of the sales order department, where he is being replaced by Arthur F. Kelly.









Dr. W. R. G. Baker Dies

Dr. W. R. G. Baker, president of Syracuse University Research Corp., died at the age of 68 at his home on Oct. 30 after a short illness.

One of Dr. Baker's many noteworthy achievements was the development of black-and-white and color TV standards adopted by the FCC.

SURE CARE SYMBOLS

Follow these symbols to WASH or DRY-CLEAN and IRON your clothes or home furnishings with satisfactory results. Look for the labels with these simple guides to happier washdays.

 you may wash by machine or by hand	 use bleach carefully do not use bleach	 you may dry clean	 do not dry clean
 wash by hand	 do not wash	 may be ironed	 do not iron










RECOMMENDED WASH TEMPERATURES:

160°	hot water with any soap or detergent
120°	medium hot water with any soap or detergent
105°	warm water with mild soap or mild detergent
CW	use cold water; it lessens the danger of staining and shrinkage
WS	wash separately; it lessens the danger of staining and shrinkage

H	hot iron
M	medium hot iron
C	cool iron
S	steaming iron
L	little or no ironing

TD	you may tumble dry	LD	hang on line to dry
DD	drip dry	DF	dry flat
DR	dry rapidly (for example remove excess moisture between towels)		

HERE ARE NOW THESE SYMBOLS MIGHT LOOK ON LABELS. WHAT THEY TELL YOU.

			Wash by machine or by hand in hot water with any soap or detergent. Use bleach carefully. Tumble dry. Do not dry clean. Iron with hot iron.
			Wash by hand in warm water with any soap or detergent. Do not bleach. Dry clean. Little or no ironing.
			Wash by hand in lukewarm water with mild soap or detergent. Do not bleach. Dry rapidly. Dry clean. Do not iron.

NRMA Suggests These Fabric Care Markings...

... TO GARMENT MAKERS. If manufacturers put these symbols on finished garments, NRMA argues, a lot of the consumer confusion over how to wash or dry clean various fabrics would be cleared up. The symbols—which are clear and self explanatory, as you can see—grew from a NRMA symposium of trade association men from the retailing, textile and garment manufacturing fields. In suggesting that makers imprint the symbols directly on fabrics, NRMA's Edward F. Engle said: "Too often cleaning instructions loosely attached to a garment disappear after the first use. The simple answer to this dilemma is symbol standardization. Symbols that signify, clearly and graphically, the proper care and treatment of any fabric could be visibly imprinted on finished articles of merchandise."

Here's what 5,000 of you saw at the Gibson convention in Hawaii!

Where Gibson wrote modern appliance history for 35 consecutive days!

It's almost history now—but not quite! Over 5,000 guests were on hand at Gibson's wonderfully successful Hawaii-by-jet Convention in September and October—which means that a few of you missed it! To make certain you'll never miss another one, here is a first-hand report on the program that has Gibson and its Dealers way out ahead of the industry, *and moving fast!*

Move out in front, fast!

get going

ELECTRICAL MERCHANDISING WEEK



1. Giant Intercontinental Jets flew 42-million passenger-miles speeding guests to Hawaii at record-breaking speeds—with v.i.p. handling all the way.



2. Special airport shows greeted every jet-load of 159 guests—Hawaiian entertainment plus a warm welcome by Gibson officials on hand for every flight.



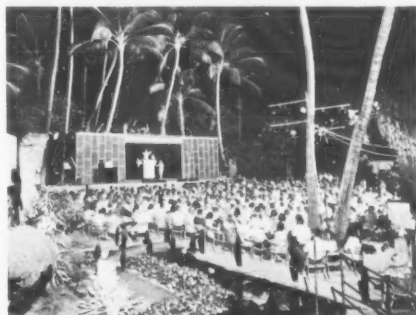
3. Hand-picked hotel accommodations at two of Waikiki's newest and smartest hotels delighted guests, and Gibson had all pre-registered, luggage in their rooms.



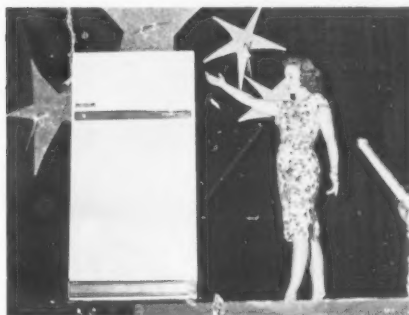
4. Plenty of time for fun and sun is part of the wonderful world of Gibson—parties, sight-seeing, shopping and loafing, all pre-planned by experts.



5. Gibson's Waikiki College of Profit gave Dealers an opportunity to hear, question, visit with outstanding authorities in a dozen business-useful fields.



6. Gibson Festival of Stars, first ever presented outdoors, at night, under a tropical moon—a Hawaiian *luau*, top native entertainers and a Broadway cast.



7. Exclusive Gibson products insure profit—only Gibson has the all-refrigerator Market-master, upright freezer with Ice-Master, performance-bonded air conditioner plus other profit producing models.



8. Discover Panama with Gibson was the theme when top Panamanian entertainers and government officials extended a warm invitation to next year's Convention.



9. Braniff El Dorado, world's fastest jets will speed thousands of Gibson Dealers to Panama next Fall, an exciting new Latin American world only hours away.



10. Private-balconied rooms for every guest at magnificent El Panama Hilton promise true luxury in a brand-new world of color, romance and excitement.



11. Welcome to the wonderful world of Gibson! That was the cry from the colorful Gibson Galleon in Hawaii—and thousands of Dealers responded! Never before has enthusiasm run as high—enthusiasm for the program, for the products, for the person-to-person warmth Dealers felt at the Convention! Dealer orders for new Gibson products skyrocketed! Dealer reservations for Gibson's next convention in romantic Panama, now easier-than-ever to win, zoomed way above this year's record level! Gibson and its Dealers moved out in front, fast, and they're moving way ahead!

Did you get left out? Never! Even if you weren't among the 5,000 Gibson guests in Hawaii, there's lots of room for you in the wonderful world of Gibson! After all, there has to be a first time! But make your first time now! Don't miss your Gibson Distributor's Open House! Don't miss the promotional specials, the exclusive products, in this year's Gibson line! Don't miss your chance to *Discover Panama with Gibson*—at qualifying levels which open the door to world travel for even small Dealers, and make it possible to take your entire staff and family. Don't miss the excitement and merchandising momentum which have made Gibson the one good news line in the entire appliance industry!

NOW'S THE TIME TO MOVE, AND THE FIRST MOVE IS UP TO YOU!

...get **Gibson**

Gibson Refrigerator Sales Corporation, Greenville, Michigan, a subsidiary of HUPP Corporation

NEW PRODUCT TESTING

assures quality performance



Years of average home use duplicated in a period of only a few weeks. When the 1961 General Electric Filter-Flo Washer reaches the mar-

ket, it will have been tested for more than a million wash cycles, to assure maximum performance and dependability.



Matches and bobby pins, nails and needles are among the many foreign objects which are placed in the new washer to test proper performance. The newly designed pump will dispose of common objects which might slip through the $\frac{1}{8}$ " holes in the basket wall. Thus, major pump clogging problems have been eliminated.



Severe packaging tests help assure that the 1961 General Electric Filter-Flo Washer can withstand rough treatment in transit. Here, a crated washer is placed on a moving ramp and slammed against a solid, stationary wall, simulating the shock sometimes encountered in shipment.



20,000 slams—that's the General Electric "lid test" to determine whether the new Filter-Flo Washer can "take it." Lids must not chip, crack or break; rubber guards must remain in good condition.

1961 General Electric Filter-Flo® Washer proves top performance, dependability in over a million wash cycles

The most efficient, dependable washing machine ever to be produced by General Electric—That was the goal, set several years ago, for the new 1961 Filter-Flo Washer.

Achieving this ambition has involved thousands of hours of test operation in the General Electric Home Laundry laboratories at Appliance Park in Louisville and in home use as well.

Pre-production washers were assembled by hand, then put through exhaustive performance testing. In addition to work on these special pre-production models, the testing program was continued and intensified with production models from the assembly line to assure superior performance and reliability.

Of major importance to the 1961 General Electric Washer line is the new 12-pound capacity feature.

In order to prove the machine's better washability, even when loaded to this extra large capacity, numerous soil-removal tests have been run. Before-and-after readings of the highly accurate "Reflectometer," a device which indicates the degrees of soil removal, demonstrated conclusively that the 1961 Filter-Flo Washer will get every piece of laundry in a 12-pound load thoroughly clean.

In the test laboratories, unbalanced loads of better than five pounds in the form of lead-filled canvas bags were used to make sure the new washers would operate under extreme, unbalanced conditions, even in high-speed spin.

In this test, washers had to maintain low vibration, highly important since many of them will be installed in or near living areas.

When the 1961 General Electric Filter-Flo Washer line reaches the market, it will have given satisfactory performance under "torture-test" conditions equivalent to years and years of actual home use. General Electric Co., Appliance Park, Louisville 1, Ky.



Progress Is Our Most Important Product

GENERAL  ELECTRIC



The brilliantly styled Mark 24 (Reverb optional) and Mark 8 with removable swing-out speakers recessed (Reverb optional)

NEW FROM RCA VICTOR

Magnificent cabinets to match the magnificent performance of Total-Sound Stereo!



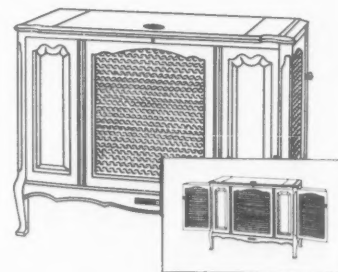
There's nothing like luxurious, hand-rubbed all-wood stereo cabinets to make the customer say "I'll take it!" And there are no stereo consoles as beautifully styled as RCA Victor's *Total-Sound Stereo* consoles. Magnificent cabinetry . . . Walnut! Maple! Mahogany! Oak! Cherry!

These richly gleaming woods enhance the tone and acoustics of *Total-Sound Stereo*, too. When your customers see, touch, hear for themselves all that RCA Victor stereo offers, they'll take it and love it!



The Most Trusted Name in Sound

RADIO CORPORATION OF AMERICA



Rich, vivid sound . . . elegant Provincial styling with swing-out speakers. The Mark 4

IN FROSTY JANUARY—HEIGHT OF THE SEASON—

NORGE DEALERS GO TO NASSAU



PACK YOUR FUN-TIME CLOTHES AND C'MON ALONG!



What an opportunity—for every Norge dealer—for a tropical mid-winter holiday in gorgeous Nassau in the Bahama Islands of the Caribbean! So near by air—yet a whole exciting world away from home and business. Nassau is the smart capital city of the Bahamas where everyone speaks English—and where every kind of exotic entertainment awaits you. Decide now that you're going to go on this Norge "chance of a lifetime trip" in January. **It's easy! The Man in the Red Coat—your Norge wholesaler—will give you all the details.**

Deep-sea fishing! Boats, equipment, and refreshments all provided by Norge.

Golf! Pack your clubs and your summer clothes... play on a palm-lined course cooled by breezes from the sea.

Surf swimming! Swim in the clear Caribbean... loll under a palm shade on the beach.

Pool swimming! The giant hotel pool is all yours. And you're invited to a special pool-side Splash Party!

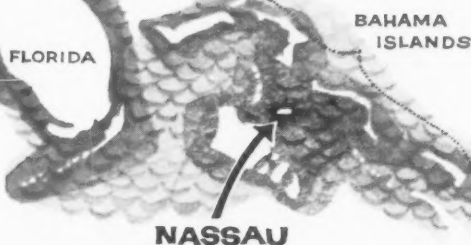
Sightseeing! Tours in a private limousine. See old pirate hideouts, famous ancient forts, and the famous tropical gardens.

Nightly entertainment! Cocktails and dinner plus a new festivity every night. Nights as bright as the stars!

Night-clubbing! You can finish off an exciting day watching them do the Limbo at one of the island's pulsating nightclubs.

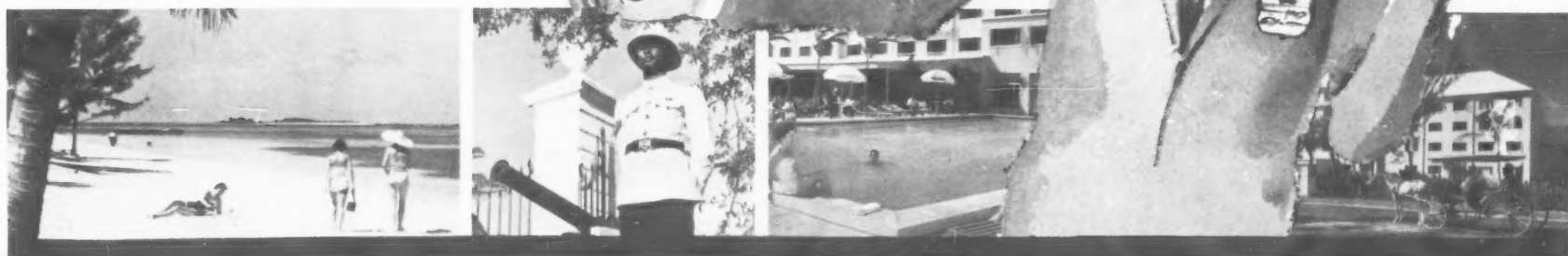
How can you attend this fabulous houseparty at Nassau? Find out from the man in the Red Viking Coat how few Norge units it takes to rate this exciting tropical spree!

**WIN A TRIP TO
FABULOUS NORGE
HOLIDAY HOUSE PARTY
IN THIS SPECTACULAR
CARIBBEAN PLAYGROUND**



FLY INTO FUN in the tropical sun! In the blue Caribbean southeast of Florida, Nassau on Providence Island is the capital city of Britain's Bahama Islands—newest, most fashionable winter playground.

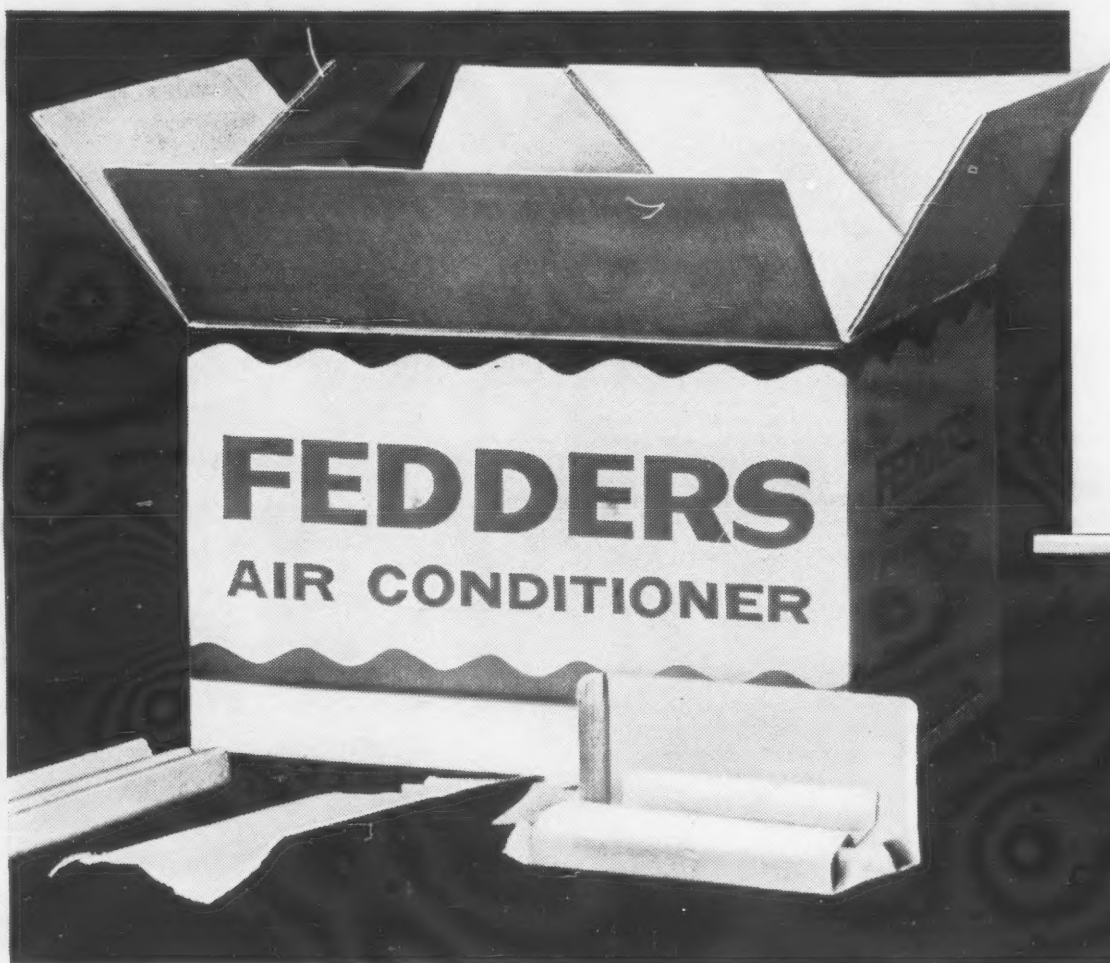
NORGE



FEDDERS DEALERS ARE THINKING OF

Rushing the season? You bet they are. Thousands of dealers all over America have already placed record orders for Fedders Air Conditioners. By acting early, they're taking advantage of special pre-season incentives that will add more profit to each 1961 Fedders sales than the 10% excise tax savings they

enjoyed last summer. Free financing right through peak summer months, too. ■ They'll enjoy this long profit on the most exciting air conditioner line in history. Exclusive features like built-in 77-Second Installation on leader and regular models... Fedders' reliable Climatimer... ratings from 7,000 to



from

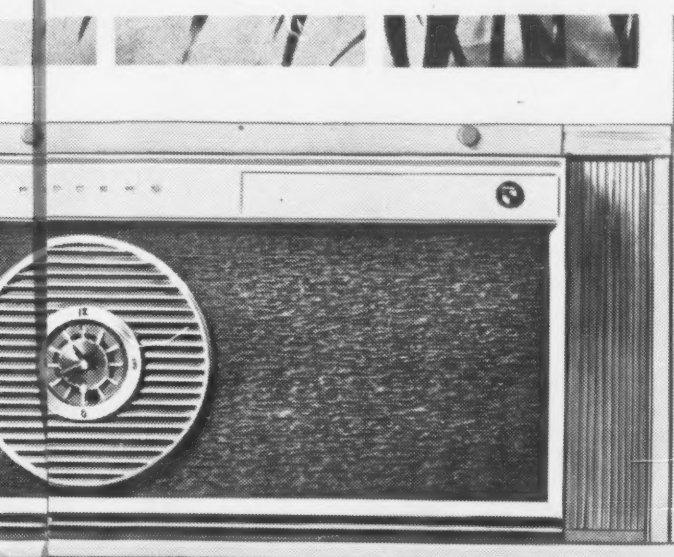
SPACE RESERVED DOWN HERE FOR

Outdoor Adv

SPRING-AND DOING SOMETHING ABOUT IT

20,500 BTU's, will let them share even greater sales increases than the 30% Fedders registered in 1960. ■ Fedders is rushing the season, too—booking thousands of outdoor posters like this all over America for April-June showings. And next summer, again, Fedders dealers will be supported by more

newspaper space than the next three brands combined. Magazines...TV...radio...store and window displays, will all back the World's Largest-Selling Air Conditioner in 1961. ■ If you want to harvest a heavy crop of folding green this spring, you'd better do some fall seeding now. Call your Fedders distributor today.



carton to cooling...in 77 seconds

MONEY-MAD APPLIANCE DEALERS

Advertising



Row on row of used appliances in warehouse of Wilmington Appliance Co., Wilmington, Del., makes it clear why General Manager Pete Chance can boast that . . .

'For Us, Reconditioning Is A \$50,000

Wilmington Appliance sells 400 reconditioned appliances a year. About 75% are refrigerators, the balance washers. The latter sell for \$100 and under. Refrigerators bring from \$68 to \$250. Average resale is \$109. And Wilmington Appliance aims at grossing at least \$40 on a unit, whenever it can.

A specialist makes this big business possible. He has no other assignment, can't be pulled away for other service chores.

"You can't be in the reconditioning business with a half dozen pieces," says Pete Chance, vp and general manager. "And you can't do it off your regular service department by robbing a man from time to time. It takes a specialist who does reconditioning and nothing else."

It also takes equipment. Last year the firm spent \$1,000 to add a steam cleaner to an existing spray booth, lathe, drill press and punch machine. Total reconditioning investment now amounts to \$5,000.

The complete shop allows some 25 to 30 major pieces to be under reconditioning at all times. Unless a piece requires major mechanical overhauling, it is finished and sent to the used-unit display floor within a week.

It remains to be tagged with a price. A rough price was really established when the unit was

dumped off the delivery truck and went through an inspection.

"We know what will sell in our market," says Chance. "So we look over every trade, estimate its potential, and then either fix it or junk it."

Fifty per cent of all new refrigerator and washer sales involve a trade. About 60% of traded refrigerators are reconditioned; only 20% of traded washers. Unless the traded unit is a high-priced one, Chance will not insist on inspecting the unit in the home before giving a trade allowance.

"We expect to net anywhere from zero to 50% on a reconditioned unit," says Chance. "We average out at 30% annually."

To hit that goal, Chance uses a "realistic" system for making allowances.

Price tags on new merchandise always show suggested list. But each salesman carries a price sheet which shows the "going price" for the unit in the market. Trade-in allowances are deducted from this going price and a trade-in guide is used in setting allowances. (There's one exception; units over 10 years of age bring a flat \$20.)

Here's how the system works. A box with a suggested list of \$699.95 has a going price of \$588. Without a trade you could get it for that. With a 10-year-old trade you would pay

\$568. With a better trade you would pay correspondingly less—the quote might go as low as \$400.

The reconditioning process must get that allowance back. It also must absorb reconditioning costs.

Here's how Chance has figured that out:

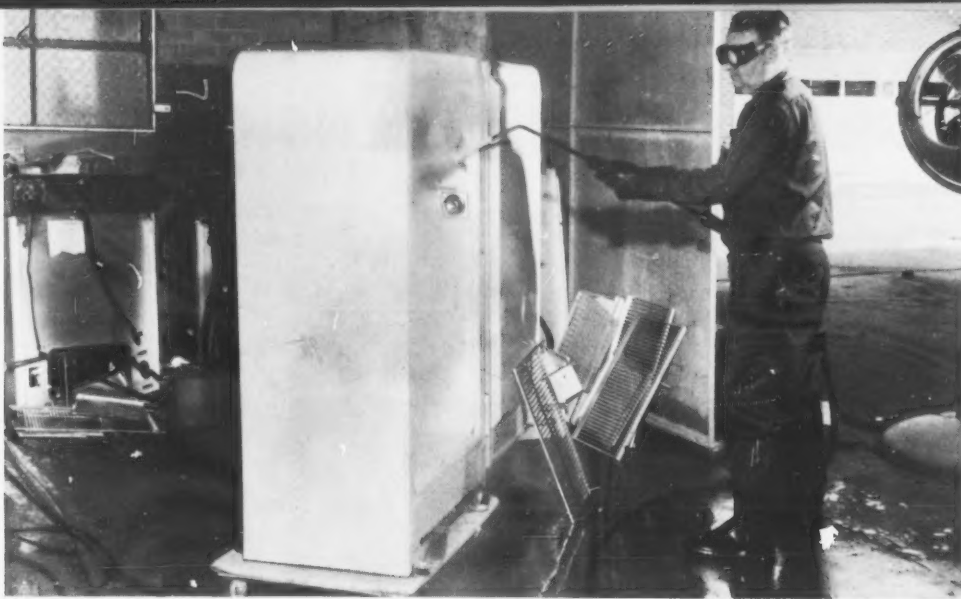
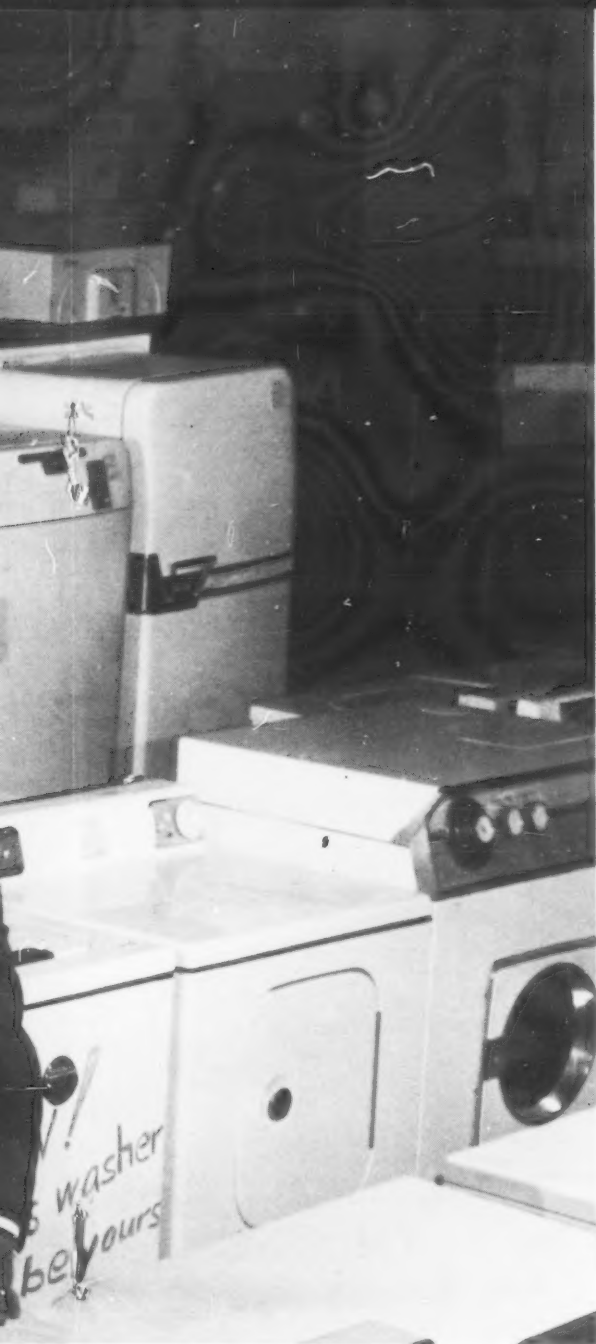
Each trade differs on allowance. But take an average allowance of \$50. Add to that another \$25 for reconditioning costs. Add another \$15 for delivery and salesmen's commissions. The firm then needs \$40 over and above each original allowance to come out even. Anything over that average \$90 is for profit.

"The trick is," says Chance, "to appraise a trade, decide whether, after repair, it can sell profitably in your market."

That's not the whole picture either. Once appraised and reconditioned, trades must be merchandised.

Chance segregates his used units in the firm's 50x100-ft. warehouse. Last January reconditioned units, divided between two stores, totaled 150. By early August this had been whittled back to 40.

At least twice a month, and frequently every week, Wilmington Appliance advertises trades in the "Wilmington News Journal." Usual space is half a page. Frequency actually counts



EQUIPMENT AND KNOW-HOW are two keys to success in reconditioning appliances, says Chance. Firm has full-time reconditioning specialist who uses expensive equipment like this \$1,000 steam cleaner.



KNOWLEDGE OF MARKET is key to proper pricing of reconditioned appliances, Chance maintains. Before unit like this is reconditioned, Chance and salesmen must decide if addition of \$25 reconditioning cost and \$15 for delivery and commissions (plus original allowance) can be retrieved by the retailer when the appliance is sold.

0 A Year Business'

out to 25 times a year, with heaviest concentrations between May and August.

Trade-in allowances in these ads are specific. For instance, one featured the FPD-13T-60 Frigidaire refrigerator, a 13-cubic-foot model with 90 pounds of space in the freezer. One copy box offered the unit at \$324 with a used unit five to six years old. For a seven to eight-year-old, cost was \$372. For a trade nine to ten years old, the price was \$398. And prominent in the ad was the message: "The better the trade—the less you pay."

Direct mail is also used. Chance has personalized this approach. Instead of sending out blanket mailings, he has each salesman send out 10 pieces of mail per day to prospects. The direct mail effort concentrates its fire on the True-Value program.

Guarantees on reconditioned goods are liberal. It's 90 days, money-back, with no questions asked. Chance says he'll gladly take back any appliance, offer a refund, another appliance, or apply the money paid toward a new unit. "Even after four months," he says, "we'll repair a unit that goes bad. Or we'll exchange it. We find being liberal in this respect is good business."

It's another stone in a strong trade-in foundation and the store is profiting from it.

NOVEMBER 7, 1960



ACTIVE PROMOTION is vital in capitalizing on a reconditioning program. Wilmington Appliance runs ads like the one at right 25 times a year, with specific allowances being offered for old appliances. On sales floor, new appliances are tagged with trade-in tags and signs.

Only Wilmington Appliance Co. Has It!

the FRIGIDAIRE TRUE VALUE TRADE-IN PLAN

The BETTER the TRADE—the LESS YOU PAY

Lets you trade appliances just like you trade cars! Trade your present appliance on a brand new 1960 Frigidaire appliance and get TRUE VALUE for all the unused service still in. The better the trade - The less you pay!

FRIGIDAIRE

Didn't Stop at Automatic Defrosting

They designed the revolutionary frost-proof system to stop frost before it could form! No frost means no defrosting of any kind, ever!

- NO FROST TO JAM ICE TRAYS OR FOOD PACKAGES!
- NO FROST TO HIDE LABELS OR DRIP ON FLOORS!
- BIG 96 LB. FROST-PROOF TOP FREEZER!
- BIG 13 CU. FT. MODEL!

KITCHEN-PROVED IN OVER 200,000 HOMES

Here's How True-Value Trade-In Plan Works

Trade In Your 5 to 6 Year Old Popular Refrigerator	Trade In Your 7 to 8 Year Old Popular Make Refrigerator	Trade In Your 9 to 10 Year Old Popular Make Refrigerator
in good operating condition... we will deliver this new Frost-Proof Frigidaire for only... Terms \$2.99 Per Wk.	in good operating condition... we will deliver this new Frost-Proof Frigidaire for only... Terms \$372 \$4.38 Per Wk.	in good operating condition... we will deliver this new Frost-Proof Frigidaire for only... Terms \$398 \$4.55 Per Wk.

NOT 6 - 8 or 11 Cu. Ft. But A Big 13 Cu. Ft. Combine

FRIGIDAIRE

- You get over 2 cu. ft. of zero zone freezing space in the big 78 lb. top freezer!
- Frigidaire sliding chill drawer stores over 12 lbs. of fresh meats!
- Twin glide-out hydrators hold more than a week's supply!
- Door storage space, galore!
- New Magnetic door seals air-tight all the way around!
- Worry-free refrigeration with exclusive meter-miser unit!

Full price with \$ to 10-year-old refrigerator of popular make and model, and in good operating condition. **\$199**

Easy Terms—Only \$2.92 Per Week

FOR 1961...NEW DIMENSIONS IN TV PERFORMANCE

SELL FULL-PICTURE PORTABLES WITH UP

NEW RCA VICTOR

SELL ...THE FULL
PICTURE PORTABLE
THAT GIVES UNSURPASSED
RECEPTION IN ANY
LOCATION


SELL EXCLUSIVE
"NEW VISTA"
TUNER

Sell the revolutionary new RCA Victor TV advance that opens up a whole new market—delivers a TV picture in many locations where no picture was possible before . . . offers dramatically improved reception in all "fringe" and difficult signal areas! Up to 45% more picture-pulling power for sharper, clearer pictures.

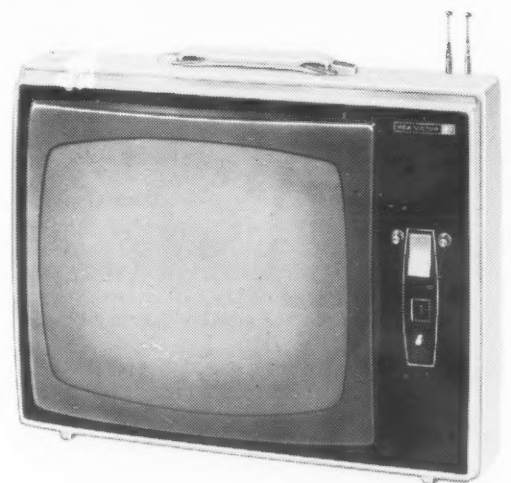
SELL EXCLUSIVE
"Wireless Wizard"
REMOTE
CONTROL

Sell the *only* remote control that turns all power *completely off*! Lets customers tune set without ever leaving their chair—even from across the room! Changes channels, turns picture and sound on and off, gives four levels of volume to choose from. Miniature hand-tuning unit has non-breakable "IMPAC"® case, stores conveniently on cabinet of set when not in use.

NEVER BEFORE A TV PORTABLE WITH

 Now—only from RCA Victor—a TV portable with *all* of the "big-set" performance features that customers want . . . the "big-set" features that help you close sales! Only RCA Victor 19" Sportabout TV offers *so much* to sell: *exclusive* Super-Sensitive "New Vista" Tuner . . . *exclusive* "Wireless Wizard" Remote Control . . . RCA Silverama 19" Full-Picture Tube . . . Balanced Fidelity FM Sound with *exclusive* "Golden Throat" Tone—plus all of the other top-value engineering features that have made RCA Victor world-famous for quality and performance! Plus sales-making *styling*, too: smart, ultra-slim Modern cabinet designs in sparkling, eye-catching finishes!

Here's a *brand-new kind* of TV portable . . . a *brand-new opportunity* for bigger TV profits! It's all-new RCA Victor 19" Sportabout TV—the TV portable with more to sell!



THE JAUNTY—Series 191-AER-20
Finest RCA Victor portable TV, featuring "Wireless Wizard" Remote Control and Super-Sensitive "New Vista" Tuner. 19" Full-Picture Tube, stereo jack, built-in telescoping "V" antenna, fold-flat carrying handle. Rich Storm Grey finish.

RCA VICTOR brings you
TV's most modern advances



The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

TO 45% MORE PICTURE-PULLING POWER

19" ^{III}SPORTABOUTS

19" TUBE (OVERALL DIAG.)—172 SQ. IN. PICTURE

SELL

**NEW 19"
FULL PICTURE
TUBE**

Now—for the first time—sell popular new full-picture TV in a portable! Sell the new, squarer, wider-angle tube that shows more picture corner to corner—virtually the same picture the TV camera sees! No more wasted picture outside the edges of the TV screen! There's more picture for your customers to see . . . another "plus" value for you to sell!

SELL

**SLEEK TRIM
VERI-THIN
DESIGN**

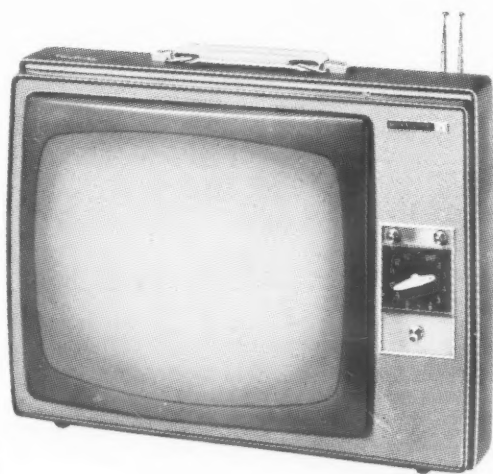
Sell the compact new portable cabinet that measures only 12 $\frac{3}{4}$ " from front to back . . . gives customers a maximum of picture and performance in a minimum of space! Sell the handsome *fashion-finished back* that carries the smooth cabinet contours completely around set with no jutting picture tube or unsightly back panel—makes set attractive from *any* angle!

SELL

**FRONT
TUNING
AND
SOUND**

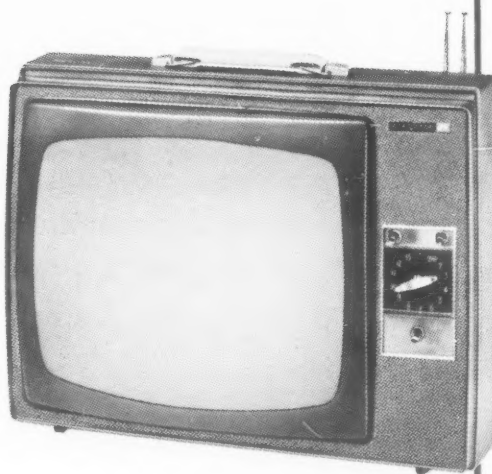
Sell extra portable versatility and convenience! All RCA Victor 19" Sportabouts have the major tuning controls right up front where they're easy to get at! Customers can use set in many places where TV wouldn't go before because of side controls—in a bookcase, recessed area, or corner of the room! The speaker's up front, too, for extra listening pleasure!

SO MUCH TO SELL!



THE BLITHE—Series 191-AE-20

Features the outstanding performance of RCA's exclusive Super-Sensitive "New Vista" Tuner. 19" Full-Picture Tube, built-in telescoping "V" antenna, fold-flat carrying handle. In Ebony, Vermillion, Academy Blue, Maple Sugar finishes.

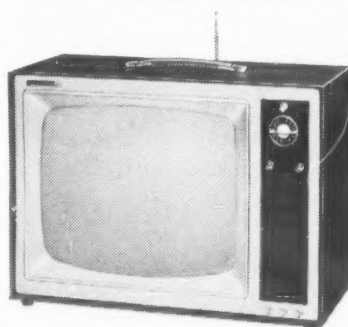


THE HEATHER—Series 191-A-19

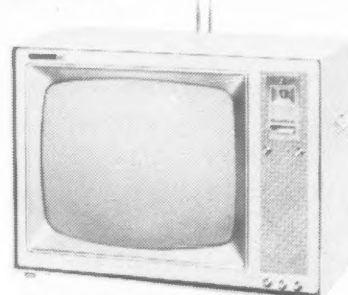
Budget-priced Sportabout TV with new 19" Full-Picture Tube, high-efficiency built-in telescoping "V" antenna, fold-flat carrying handle, and new RCA Long-Range Tuner. New Modern cabinet design in gleaming Ebony finish. Also available in Ivory.

ANOTHER GREAT PROFIT BUILDER . . . NEW 19" FULL-PICTURE TABLE TV!

19" tube (overall diag.)—176 sq. in. picture



THE DALE—Series 191-B-24. Features new 19" Full-Picture Tube with bonded safety glass, luggage handle, high-efficiency built-in monopole antenna and new RCA Long-Range Tuner. *Veri-Thin* metal and plastic cabinet in high-gloss Ebony finish. Also available in Ivory.



THE DALTON—Series 191-BR-25. With "Wireless Wizard" Remote Control, 19" Bonded Full-Picture Tube, side handles, built-in "V" antenna and new RCA Long-Range Tuner. Metal cabinet in Ivory finish.

Specifications subject to change without notice.

TMK (S)®



Candidates with a strong prosperity plank woo the electorate via TV Guide

The vote-getters above? A handful of the many shrewd strategists who have helped boost TV GUIDE advertising revenue 25% so far this year over the same period in 1959. They know that TV GUIDE, with the largest circulation in weekly magazine history, is clearly the people's choice (and the Gardner depth study indicates why).*

And they believe that with TV GUIDE in their corner, their prosperity plank is significantly sturdier.

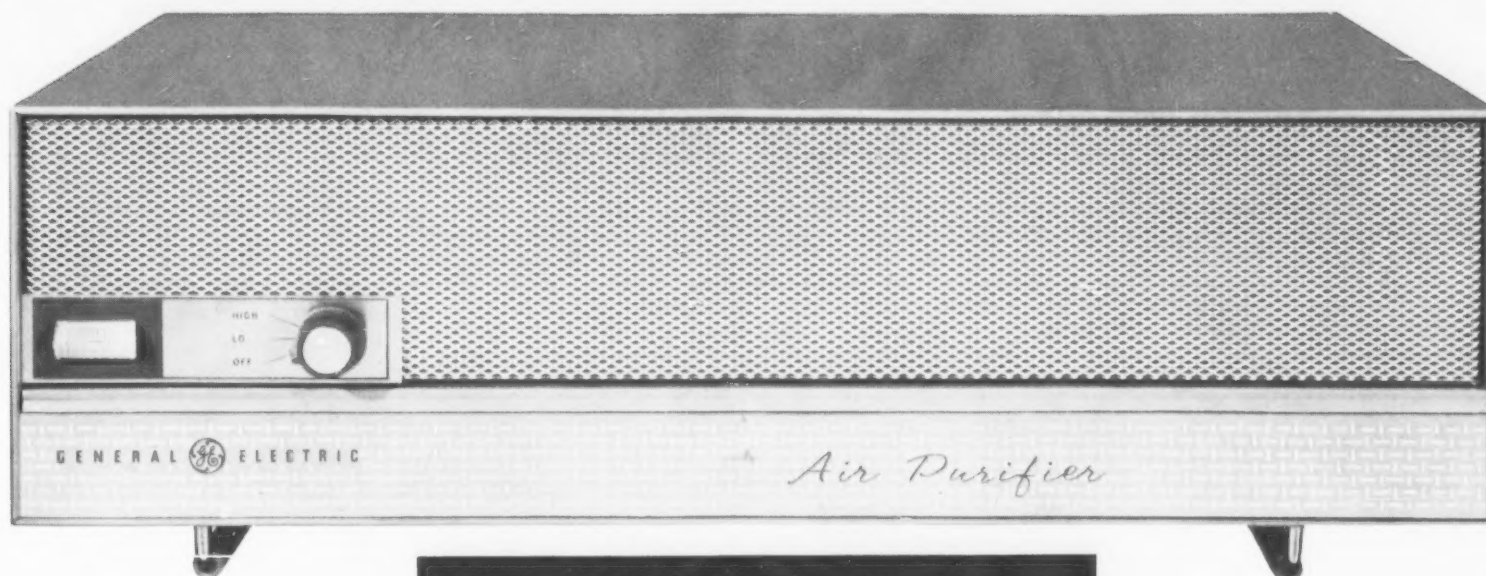
Shouldn't TV GUIDE play a leading role in your campaign?

*For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

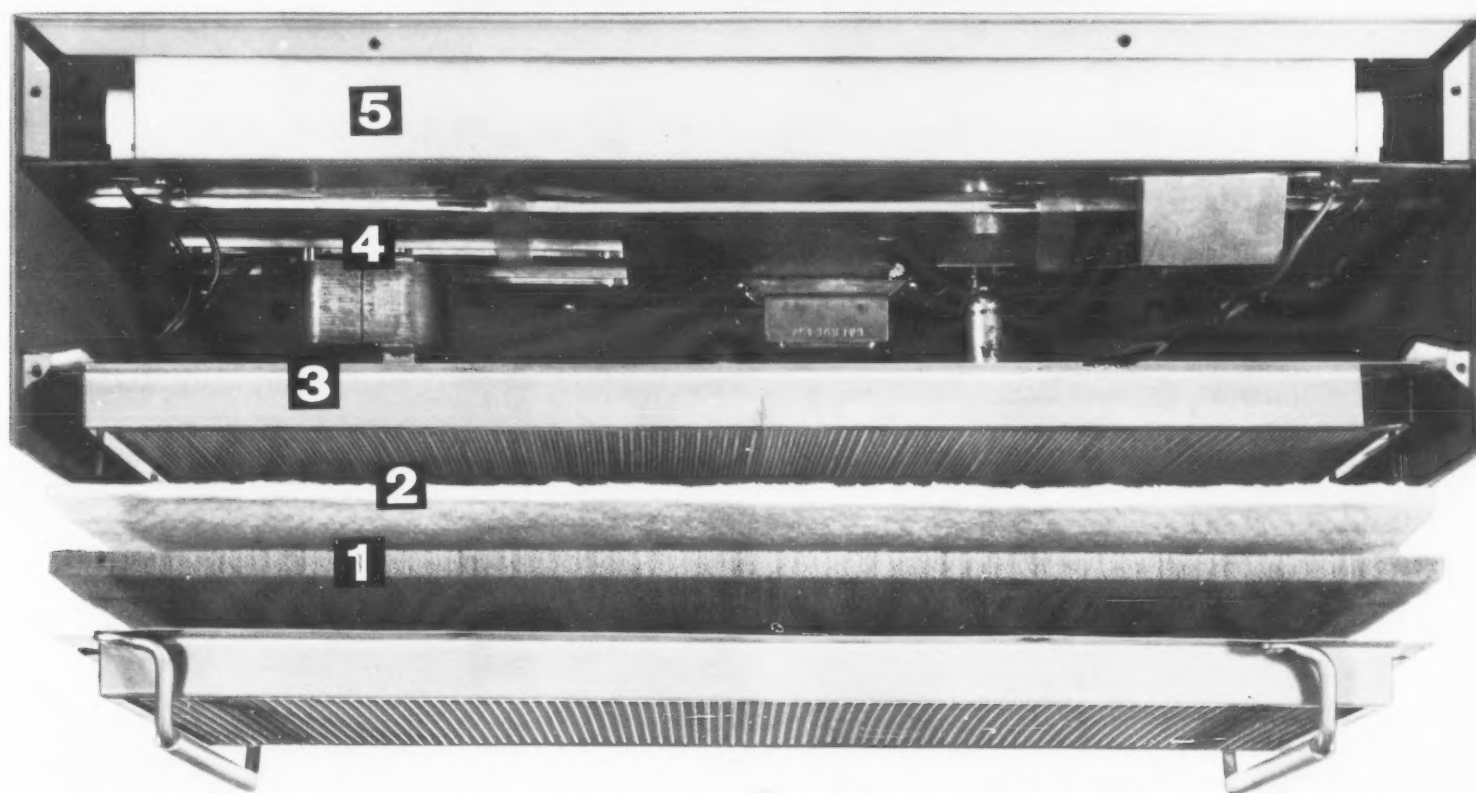
Best-selling weekly magazine in America



New! General Electric Air Purifier—\$59^{95*}



Look what's inside!



No skimping! No wasted space! This amazing unit is *packed* top to bottom with the most efficient air purification components General Electric engineers could devise. These remove between 90 and 100% of all common household odors and impurities down to one 1/millionth of an inch from the air passing through the unit.

Look what's inside—and COMPARE!

- 1** 3/8" Urethane Foam filter removes most impurities and dust particles.
- 2** 3/8" glass fiber filter removes most tobacco and cooking smoke, and particles so tiny they can be seen only through an electron microscope.
- 3** More than 2 pounds of activated charcoal trap most odors—not by deadening sense of smell, but by *soaking up* scorched food smell, onions and room mustiness. General Electric uses activated charcoal similar to that used in nuclear submarines and space capsule air purification systems.
- 4** Unique pressure chamber forces air *evenly* through every square inch of the full-sized filters . . . 44 cubic feet of clean air every minute! The diffuser grill stops drafts.

- 5** Big General Electric 18" lamp bathes the circulated air with ultra-violet rays.

- +** Plus it's portable! Goes easily to kitchen, living room, bedroom—any room in the house where it's needed most! Size? A lovely 21 1/2" wide, 12" deep and 7 1/2" high.

You can see why this is the Air Purifier your customers are going to ask for—all year round! Hard-hitting consumer advertising will give them the facts. Stock up! See your distributor *today* for details, co-op support and point-of-sale displays. General Electric Company, Automatic Blanket & Fan Dept., Bridgeport 2, Connecticut.

*Manufacturer's suggested retail price.

Another new product from the

NEW IDEA LINE

Progress Is Our Most Important Product

GENERAL  ELECTRIC

"We dropped all to become



Frank Rudich of Apex Television and Radio Co., 5401 N.E. 2nd Avenue, Miami, Florida . . . and "Greater Miami's Largest Exclusive Magnavox Dealership."

Frank Rudich tells how he discovered

Two years after opening the business in 1952, partners Frank and Suzanne Rudich and son Melvin *dropped five different national brands* to concentrate on the Magnavox line.

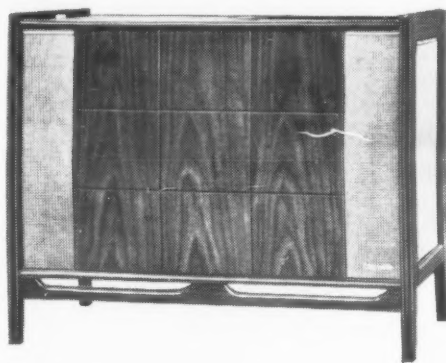
The reasons, says Mr. Rudich: "I was pleasantly surprised to find that quality Magnavox products could be sold at list price with full markups—and for less—

Here are some of the superlative new instruments that are making profits for franchised Magnavox dealers.

Never before such great values—so wide a choice!
All selling at full mark-up.

Only Magnavox lets you offer a style for every setting, a model for every budget.

There are still a few Magnavox franchises available in some markets for qualified dealers.



The Stereo Symphony—one of nine self-contained and space-separated stereophonic high fidelity phonograph consoles priced from \$139.50.



The Gold Seal Spectacular 27—biggest, clearest picture in all TV. Only from Magnavox. Choice of seven fast-moving 27" models priced from only \$359.50. Also available with FM radio and wireless remote tuning.



The Saratoga—one of four appealing stereo high fidelity portables with musical enjoyment never before possible from portables. Priced from \$79.90. High Fidelity models from only \$59.95.



The Gold Seal Playhouse 23—one of the sixteen beautiful 23" styles available. Several models with FM radio. Prices start from only \$249.90.



The Greenwich—one of eleven profitable 24" styles from the leader in big-screen television. Prices start at \$299.50.

*All screen sizes diagonal measure

other makes 100% Magnavox..."

Magnavox is the most profitable franchise in the industry!

than other comparable units which were being discounted by all dealers."

After becoming 100% a Magnavox dealer, Apex added two wings to the building and three "Stereo Salons."

Mr. Rudich adds, "I can state by my experience with other makes, such as discounts, price cutting, etc., that it sure is refreshing to be able to sell a better set

for less and get my regular 'markup.' Magnavox has done this for me.

"Note: We think we are the only store anywhere which sells Magnavox only. No other products are sold here whatsoever. This has increased our volume of retail sales in 1959—\$165,000."

7 Reasons why the Magnavox way is the industry's most profitable franchise:

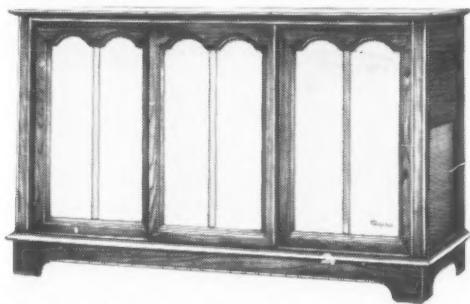
1. Magnavox limits the number of dealers in each market.
2. The top Magnavox dealers range from \$100,000 to \$2,000,000 at full list and full profit.
3. Magnavox provides profit margins up to 20% higher than competition.
4. Magnavox guards your margins against discounters—no vicious price cutting.
5. Magnavox list prices—actual selling prices—are from 20% to 50% lower than comparable models in other brands.
6. Magnavox is the only prestige profitable line that sells in volume.
7. Product superiority, demonstrable performance, style selection and value make Magnavox outsell all other brands in franchised stores.

Magnavox

WORLD LEADER IN STEREOPHONIC HIGH FIDELITY

AND QUALITY TELEVISION

The Magnavox Company, Fort Wayne, Indiana



The Imperial Classic—one of fourteen stereophonic high fidelity FM/AM radio-phonographs priced from \$249.50, all in superb furniture, many in selected fine woods.

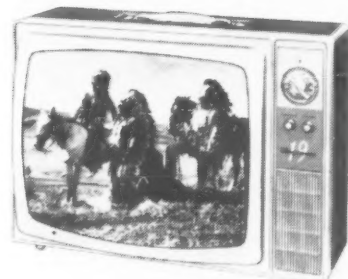
The Gold Seal Stereo Theatre 24—one of thirteen styles of the famous Stereo Theatre. The largest selling line of 21", 23", 24" and 27" stereophonic high fidelity-TV entertainment centers in the industry. Priced from \$339.90.



The Americana 21—Four promotional 21" styles priced to sell from only \$199.90.



The Nassau 19—one of four new 19" big picture mobile and portable TV models priced from \$179.90, all with dependable full-transformer powered keyed AGC chassis.



6 OF MANY REASONS WHY RCA WHIRLPOOL WASHERS ARE EASIER TO SELL!



Sets itself

At the touch of a button and the turn of a dial, all clothing from sheers to dirty dungarees get correct, safe washing. There are 11 cycles to suit every type load. Select the correct cycle from the fabric guide on the control panel and press the corresponding button. Start the washer and it does the rest.



Filters out lint

The exclusive Magic-Mix* Dispenser Filter blends in detergent . . . filters out lint. Wash and rinse water are constantly circulated through the filter to capture lint and fuzz. Detergent is blended in before it touches the clothes, thus avoiding detergent and soap burns or deposits in the creases of clothes.

*Tmk.



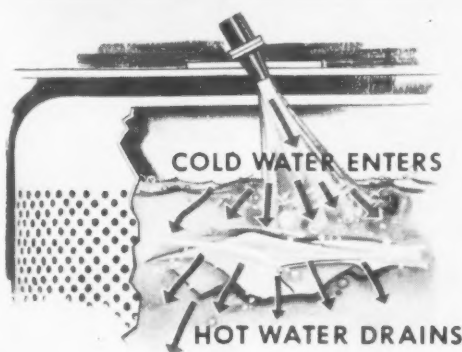
Blends in bleach

Bleach is stored and blended in at the proper time . . . less danger of bleach burns. Just pour bleach into the dispenser. It is automatically added to the circulating system and blended in after the whitening agents of the detergent have done their work. No watching and waiting to add bleach.



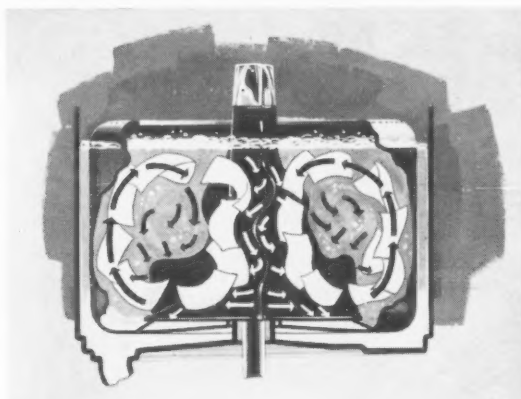
Washes all fabrics

With two-speed action, sheers can be laundered safely and automatically. Slow wash and spin speeds treat clothes with "hand gentleness". Faster wash and spin speeds give vigorous action that is needed in the regular fabric cycles. Just pick the speed to fit the fabric.



Wrinkle-free washing

Cools wrinkles out of wash 'n wears. As water is drained intermittently, it is replaced by cold water. Clothes cool while in suspension, restoring wrinkle resistance. And heavily soiled wash 'n wears get extra care. The ultimate in convenience and simplicity.



"Million-current" action

No soil can hide from the powerful, surging washing action of the patented Surgilator* agitator. "Millions" of swishing currents flex the clothes over and over as sudsy water penetrates every fiber. The most stubborn soils are loosened and removed.

*Tmk.



Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!



NEW PRODUCTS

FEATURES THIS WEEK

Westinghouse 1961 appliance lines • Amana 1961 freezer and combination refrigerator-freezer lines • Yuba "Mighty Moe" and tillers • Hardwick built-in gas ranges • Toshiba recorders • Marvelaire coolers



CENTER DRAWER TOP MODELS



RDB-12 WITH 17 LB. MEAT PAN

WESTINGHOUSE Upright Freezers

Westinghouse announces 5 1961 upright freezers. Pacing the line is "self-defrosting" FAB-14, which defrosts at flip of switch. Air sweep shelves in this and all other uprights make it easy to remove packages and circulate cold better. A roll-out basket is featured in this model and in FAB-18 for bulky packages. FAB-14 has 440 lbs. capacity; FAB-18, 615 lbs.; FBB-13 holds 440 lbs.; has drop front bulky package storage. FBB-12 holds 400 lbs.; has drop down front storage, tilt-down door racks. FCB-12 has 333 lbs. capacity and 4 freezing surfaces.

Exterior styling matches the 1961 refrigerator line. Westinghouse Electric Corp., Electric Appliance Div., Columbus 16, Ohio.



WESTINGHOUSE 1961 Refrigerators: Half Frost Free

Half the 10 1961 Westinghouse refrigerator line are 2-door Frost Free models, a 6th, RLB-12, has pushbutton flash defrosting.

The 2 top models, RAB-16 and RAB-14, feature the center drawer which stores 21 lbs. fresh meat at approximately 30 degs., and ½ bu. vegetables at 36 degs. An adjustable 6-position shelf is removable. RBD-13 and RRB-13 have roll out basket for fruits and vegetables. Six models feature the Cold Injector forced air cooling system (RAB-16, RAB-14, RBB-16, RBB-14, RDB-13 and RRB-13); all but RAB-16 have special meat keepers capable of storing fresh meat, even hamburger 7 days without freezing.

Of the 7 2-door models, 4 are combinations with freezer on bottom. These 4-plus RDB-13 come in choice

of cabinet colors. Center drawer models and RDB-13 have a choice of 8 vinyl on steel color panels.

RBB-16, RDB-13 and RRB-13 have 7-day meat keeper drawer above vegetable drawer, freezing half the bottom, for 1-gal. containers and bulky items.

All have 90 degree doors and left-hand doors come at no extra charge. All above models have removable door shelves.

RLB-12 and RMB-12 have 77 lbs. frozen storage, full-width shelves; 9.4-cu.-ft. refrigerator section; full-width porcelain crisper, butter compartment and shelves for 18 eggs. RLB-10 has 50 lbs. frozen storage, a special multiple position shelf, 14 eggs storage, and 8.1-cu.-ft. refrigerator section. Westinghouse Electric Corp., Electric Appliance Div., Columbus 16.

WESTINGHOUSE Washer-Dryer Combinations

Two new combination washer-dryers have been added to the Westinghouse 1961 laundry line of 4 sets of standard twins and 2 sets of Space Mates.



Highlights of the Cosmopolitan model are the automatic bleach dispenser and a choice of 5 wash and dry programs: 1 cotton linen (colorfast); 2 cotton linen (non-colorfast); 3 synthetics; 4 wash'n wear; and 5 cold water wash.

The "wash" and "dry" controls show at all times what part of the cycle is in operation. An "auto dry" setting accurately senses when clothes are dry and turns off machine.

Other features include the weighing door that weighs the load and shows where the Water Saver indicator should be set; the Full-Fill water control, which delays washing and rinsing cycles until the tub is filled with proper amount of water; 3 deep rinses.

In addition to the flexible drying

times, a choice of 2 drying temperatures is also provided: REG for regular fabrics and LOW for more delicate and synthetic fabrics. Cosmopolitan comes in 2 types with a built-in condensing system or venting to outside. White, lemon, pink, aqua.

The other model has a flexible wash control which permits a choice of washing time and water temperature; a drying control with time dry settings for synthetics and for damp dry clothes to be ironed in addition to an "auto dry" setting for completely dry clothes. It has the weighing door and water saver.

Both have self-cleaning feature; safety door switch; rust and chip resistant cabinet finish plus water and electrical connections inside cabinet for flush-to-wall installations. Westinghouse Electric Corp., Electric Appliances Div., Columbus 16, Ohio.



YUBA "Mighty-Moe"

The "Mighty Moe" is an all-purpose electric garden and household tool recently acquired by Yuba. It is a cultivator-tiller, which with quick change attachments converts to a lawn edger and trimmer, floor polisher and scrubber.

It weighs only 10 lbs., is equipped with a General Electric motor with reduction gear that makes it powerful enough to till and cultivate the toughest soil up to 6 in. deep and 10½ in. wide, with extension tines.

A twin counter-rotating brush attachment makes it suitable for scrubbing and polishing floors.

Attachments include a rotary trimmer-edger for lawns, high grass and hedges; and a sidewalk edger.

Price, \$79.95, including tiller, sidewalk edger, trimmer and floor polisher. Yuba Power Products, Inc., 800 Evans St., Cincinnati, Ohio.

WESTINGHOUSE 1961 Free Standing Ranges

The 1961 12-model line (6 40-in. and 6 30-in.) of Westinghouse electric ranges features lift-off doors and plug-out elements for easier oven



cleaning. Surface cooking units also are easily removed for cleaning; rotary control knobs on all models can be removed for quick cleaning of control panel, and give a choice of 1001 heats for all requirements.

Top models have automatic surface units controlling heat so accurately all types of utensils, even glass may be used. A feature in top models is the Serv-Temp Roast Guard which cooks then keeps roasts at selected degree of doneness and at serving temperatures with no loss of flavor or juiciness even 4 hrs. after normal cooking period is completed.

Custom Imperial 40 (KBB-40), a 40-in. model, highlights the line with 2 ovens both with lift-off doors, plug-out top and bottom oven elements; it has timing center built around a

clock that turns the master oven on and off at preset time. The thrift oven has its own separate control for baking or broiling while larger oven is used as a rotisserie. An automatic grill with its own control plugs into the appliance outlet; Safety-Matic surface units prevent overcooking and won't let foods burn when set at proper heat.

Custom Imperial 30 has a single oven with lift-off door, look-in window that will not fog, full-width drawer; surface and oven signalites; plug-out surface units, timing center and Roast Guard.

Other features on most or all other models include Miracle Sealed oven; spread-even oven heaters and a divided platform with no-drip edge. KAB-40 comes in aqua, pink, lemon yellow. The balance white. Westinghouse Electric Corp., Columbus 16.

DRAMATIC BEAUTY



V-M stereophonic high-fidelity console phonograph - model 816

The elegant Danish Contemporary styling of this exquisite instrument makes it a real beauty . . . a tribute to your fine furniture taste! Here is luxurious convenience plus matchless performance characteristics for your most discerning customers.

THESE DOMINANT PRODUCT FEATURES CLOSE MORE SALES! • *Genuine Walnut Cabinetry* with hand-rubbed finish . . . certified by the American Walnut Manufacturers Association • *V-M Deluxe "Stere-O-Matic" 4-Speed Automatic Record Changer* plays all records, (stereo

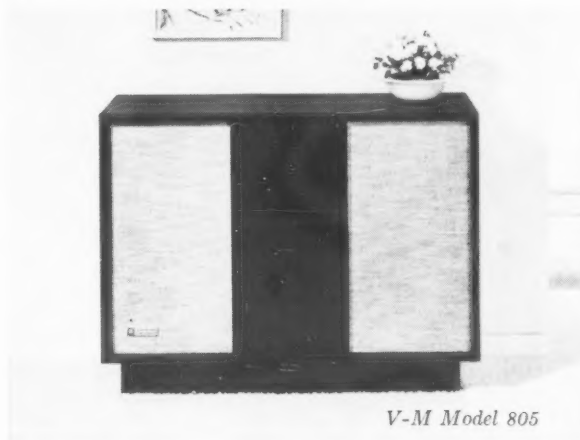
or monophonic) —and plays them better than ever before! • *Full Frequency Range* on BOTH channels is provided by two superior 12" woofers and two angle-mounted 3" tweeters • *Diamond Needle* • *Powerful Dual-Channel Amplifier* provides 40 watts (peak) power output; 20 watts each channel • *Auxiliary Speaker Output* permits you to add extra speakers to each channel . . . or use console speakers for one channel and external speakers for other! • *Two Large Record Storage Compartments* • "Drop-In" Tuner Available.

STYLED FOR SELLING — Only \$350.00* List!

new standout sellers...from a standout leader!



V-M Model 803



V-M Model 805

V-M stereophonic high-fidelity console phonographs model 803 and model 805

• Cabinets bear the coveted approval tag of the Fine Hardwoods Association • *V-M 4-Speed Automatic Record Changer* • *Automatic Manual-Play* • *Full Frequency Range* on BOTH channels • *Four Speakers*, two woofers, two

tweeters • *Record Storage Compartment*.

V-M Model 803 in Fine Mahogany Hardwood —

\$199.95* List

V-M Model 805 in Fine Walnut Hardwood — \$229.95* List

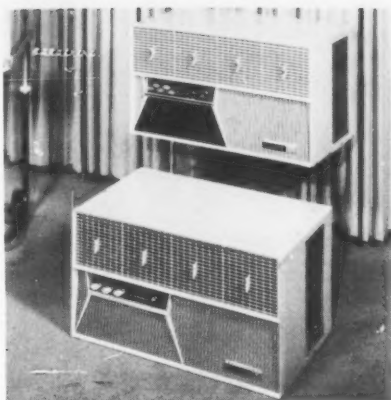
V-M Accessory "Drop-In" Deluxe FM-AM Stereo Tuner. Affords simple installation. Sell these glamorous consoles with or without the "drop-in" tuner for even greater sales appeal! \$99.95 List

*Slightly Higher West

call your V-M distributor—today!

the **Voice**  of **Music**®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • Known for the Finest in Record Changers, Phonographs and Tape Recorders



CUSTOMATIC MOBILAIRE (TOP)
SUPER (BOTTOM)



MOBILAIRE EVAPORATORS, TOP 1960 LEFT, 61
RIGHT, HEAVY DUTY UNITS IN SAME ORDER

WESTINGHOUSE 1961 Air Conditioners

The basic 1961 line has 12 models in 4 series. Outstanding feature in the new line is the Customatic Comfort Control which is sensitive to room temperatures and which automatically increases or decreases the units output of cool air. For instance, when additional people enter an air conditioned room the control adjusts the fan's operation to higher speed to compensate for added heat and maintain the desired comfort level, and if temperatures change suddenly during the night the control adjusts the fan speed to deliver proper amount of cooling.

This feature is available on Mobilaire Customatic three models with 115v, 7½ amps; 115v, 13 amps and 230v ratings, also in the Heavy Duty Customatic series of 2 models with 14,500 and 16,500 Btu/hr. capacities.

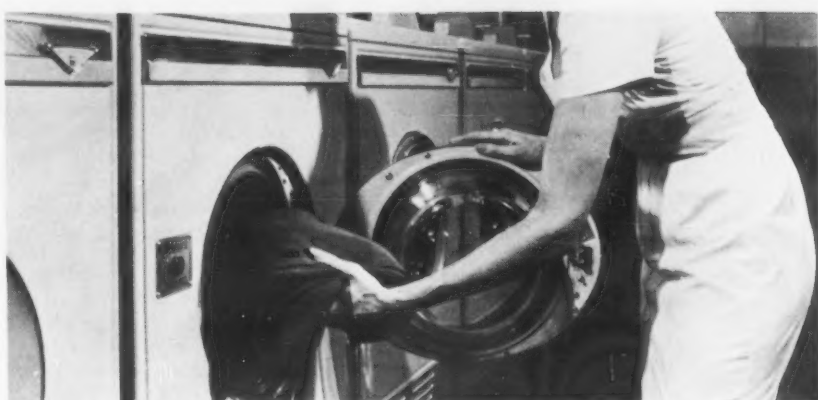
Also being introduced for 1961 is the all-new Heavy Duty series of 3 models with from 12,000 to 15,000 Btu capacity, featuring "Power Plus Penetration" for cooling extra-large

areas, plus capacity for hot humid climates, penetration for moving cool, dehumidified air to farthest corner. Again this year Westinghouse offers the Mobilcart and the Mobil-Frame installation kit; also a simplified "Perma-Mount" for more permanent-type installations.

All models for 1961 have standard width and heights of 24 and 14 in.

Other features are adjustable thermostat which turns the unit on and off and maintains desired comfort level; washable germicidal filter; adjustable no-draft grilles; easy-to-read and use slanted pushbutton controls which control cooling system and fan speed; ventilation control to clear room of smoke, odors, stale air; beige styling with gold and charcoal.

The 4th series of 4 models is the Super Mobilaire with capacities ranging from 7,000 to 10,000; 2 are 115v, 7½ amp units; a 115v, 8½ amp, and a 230v. Westinghouse Electric Corp., Electric Appliance Div., Columbus 16, Ohio.



NORGE Coin-Operated Dry Cleaner

This automatic, coin-operated dry cleaner, resembling a dryer, cleans 8 lbs. clothes in 45 min. for \$1.50.

It has built-in wrinkle-free cleaning with creases and pleats still sharp after cleaning. The Norge-Clor solvent is re-useable indefinitely. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54.

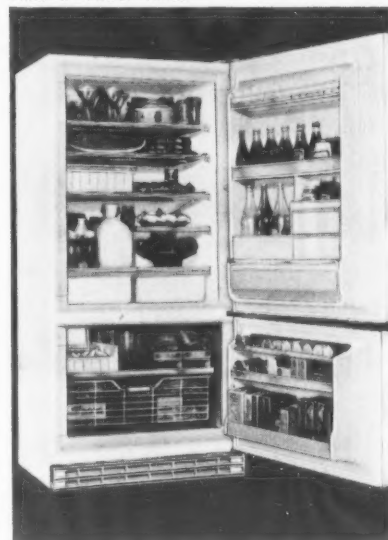
AMANA 1961 Refrigerator-Freezer Line

An automatic ice maker and interchangeable genuine wood door panels highlight the 1961 Amana line of 8 refrigerator-freezers. "Frost Magnet" which eliminates frost and the need for defrosting is available on 6 Free-O'-Frost units, FF98, FF105 and FF125, and 3 automatic ice maker models, IM98, IM105 and IM125.

Fast Anamatic freezing is achieved by freezing coils attached directly to prime freezing shelves.

The ice maker produces a constant supply of hard-frozen ice cubes automatically replenishing used cubes as needed. The entire ice-making process, including filling a special ice bucket with water and ejecting hard-frozen, dry cubes into a special container is accomplished automatically by small, self-contained unit—no trays to fill, no water to spill.

FREE O' FROST IM125



Genuine wood door panels to blend with wood kitchen cabinets provide a built-in look. Panels come in walnut or birch natural shades or unstained, and slip over top and bottom doors of any 1961 model except FPR95. Slip-on panels are available in white plastic or a specially treated base.

The "square" design fits into cabinet settings, and a standard 32-in. width facilitates space-saving.

Interior features include a new meat keeper that automatically provides correct ventilation in coldest section of the refrigerator; an easy grip butter dish designed for table use, and a 4-position butter compartment control for a choice of 4 degrees of hardness; lights in freezer and refrigerator sections; widened beverage door rack for tall bottles; cheese keeper; vegetable crispers; tilt-out fruit bins; 24-egg trays are other features. Each combination has glide-out baskets on bottom shelf. Magnetic door gaskets give tighter sealing; compressors have been increased from ½ to ⅓-hp.; redesigned front air intake and exhaust grille for freer air flow, are other features. Front servicing.

Capacities of Free-O'-Frost models are as follows: FF105 has 14.8 cu. ft. capacity; the freezer holds 168 lbs.; FF98, 15.8 cu. ft., freezer holds 249 lbs.; FF125, 16.4 cu. ft., freezer holds 168 lbs.; FPR95 combination for limited space has 13.9 cu. ft. capacity with an 182 lb. freezer. It measures 60 in. high. FPR 98 has 17 cu. ft. capacity, freezer holds 290 lbs. More than 50% stored food in both sections is visible and immediately available in main storage compartments or in the 2 doors. Amana Refrigeration, Inc., Amana, Iowa.

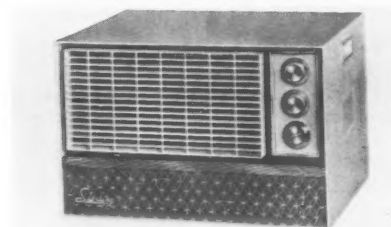


YUBA Tillers

A new tilling feature on the Till-smith, now available to gardeners to perform groundbreaking operations that normally require 2 tools, is a single set of tines that dig hardest ground with pick-type action, then reverses to a sweeping action for finer cultivating.

In changing the action, the operator rotates the tines and the Till-smith automatically adjusts the angle of tine blade for the job to be performed. This feature is available on the deluxe Multi-Matic 45 and 30 models. Multi-Matic 45 has fully enclosed reverse transmission for backing under power; has a 4.5-hp engine with impulse starter; Custom, 3-hp.

Prices, from \$119.95 for Custom. Yuba Power Products, Inc., 800 Evans St., Cincinnati, O.



STERLING Coolers

Three Sterling portable coolers are announced. Features include multiple speed controls for cooling or ventilating; extra-large blower wheels; heavy-duty motors; fine line grilles; galvanized steel cabinets baked-enamel finish; recessed carrying handles. An activated charcoal filter is optional. Prices, from \$34.95 to \$59.95. Es-sick Mfg. Co., 1950 Santa Fe Ave., Los Angeles.

AMANA Announces 1961 Freezer Line

Nine freezers, 6 uprights and 3 chests highlight the 1961 line. Freezing coils attached directly to prime freezing surfaces provide fast contact freezing. Free-O'-Frost, FF16, with "Frost Magnet" to keep frost from forming in interior, has 15.9 cu. ft. capacity, holds 557 lbs.

Interior lights and an adjustable temperature control moved from exterior to front inside liner wall on all uprights but 1.

Deluxe models: D 18, 17.5 cu. ft., holds 613 lbs.; D 25, 25.1 cu. ft. holds 879 lbs.; D 13, 12.9 cu. ft. holds 452 lbs. All have easy-to-stock door shelves. Glide-out baskets for hard-to-store foods are in D 18 and D 25.

Amana "Stor-Mor" door is featured in the Stor-Mor line, S 20 and S 25 with capacities of 20.1 and 25.1 cu. ft.

respectively. Up to 116 packages can be kept readily accessible in the gravity-fed racks. Sliding food dispensers are adjustable to any standard size package. A handy 18-can juice rack and a special left-over shelf with vaporproof containers and a "dessert bar" are included.

The 3 Deepfreeze chest models have zero-wall construction; automatic temperature control; zero storage; "Soft-Lok" latch. No. DF 110, 11 cu. ft. unit holds 385 lbs.; DF 180, 17.4 cu. ft.; DV 240, 23.8 cu. ft. Every Deepfreeze has an automatic interior light. All have high-density insulation cut to exact size and hand-fitted to assure complete retention of cold.

Prices, from \$259.50 to \$559.50. Chest models open. Amana Refrigeration, Inc., Amana, Iowa.





SWING-A-WAY **AUTOMATIC-ELECTRIC**
CAN OPENER and KNIFE SHARPENER
 starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans . . . leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. **\$24.95**

SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI



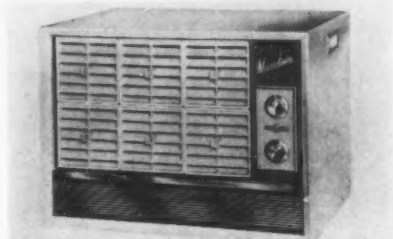
MARVELAIRE Portable Coolers

A redesigned and reengineered line of Marvelaire portable coolers for 1961 is announced.

These units feature a simplified method of air direction control for the top 3-speed models. On No. B2516-3, 6 individually controlled 4-way grilles provide air control in all directions. The new adjustable grille control on Nos. B1616-3 and B2016-3 gives a full sweep of air diffusion or concentrates it in any direction.

As an optional accessory all 4 models offer special activated charcoal filters to purify the air by eliminating odors, smoke, smog etc.

Finished in antique white Tuf-Tex baked enamel on galvanized steel cabinets, the 1961 Marvelaire line of 4 models ranges from \$34.95 for the



special 2-speed model B1416-2, to \$89.95 for the top-of-line No. B2516-3.

Basic refinements including optional cooling or ventilating, water shut-off valve, recessed carrying handles, constant level water trough, oversize blower wheels and multi-speed motors, and the constant flow water pump are improved and featured in these new models. **Essick Mfg. Co., 1950 Santa Fe Ave., Los Angeles 21, Calif.; Elizabeth, N. J. and Little Rock, Ark.**

TOSHIBA Miniature Tape Recorder

Toshiba announces the introduction of the "Rec-O-Mite," No. GT-32P, a new, all-transistor miniature portable tape recorder. It is compact, weighs 5½ lbs.; easy to operate, offering high-volume playback and quality recording.

It comes with a crystal microphone, earphone, water-proof case, and with a compartment that holds one No. 3 reel with tape. Also included is a polishing cloth.

Other features include a powerful amplifier; 6 transistors; tape speed of 3¾ ips; double track recording; 30-min. recording time; less than 3 min. rewinding time; recording level meter.

The metal cabinet with clear plastic top is 9 in. long, 6½ in. wide and 3 in. high. It operates on 1 9v and 6 penlite batteries.



Comes packaged in a countertop, self-displaying box.

Price, \$129.95 (less batteries). Made in Japan, Transistor World Corp., is the exclusive U. S. sales representative. 52 Broadway, New York, New York.

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



*Another first
 from Ronson!*

New! **Roto-Shine Shoe Polisher.** Does all the work you used to do—electrically. Spreads polish without mess, brushes shoes, buffs to professional mirror shine. Standard package, **\$19.95.*** Imported hardwood utility box (shown), **\$23.50.***

*suggested retail

One year free service on all Ronson products. 77 national service outlets.

RONSON
 International Standard
 of Excellence

Ronson Corp., Woodbridge, N. J.

MAIL THIS COUPON TODAY!

RONSON CORPORATION RS-3
 One Ronson Road, Woodbridge, N. J.
 Attn: Appliance Product Mgr.
 Please send me complete information on all Ronson appliances plus full details of new cooperative advertising program.
 NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

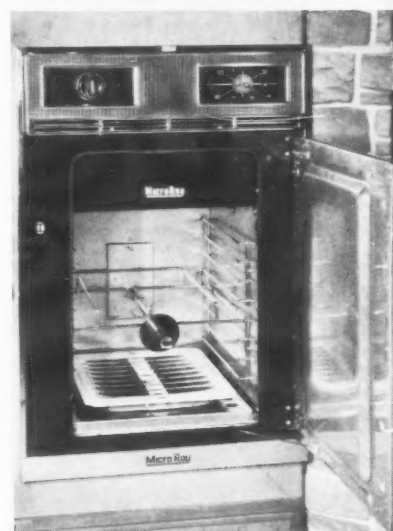
HARDWICK MicroRay Built-Ins

Hardwick stove announces its 1961 MicroRay thermostatically controlled gas built-in oven, rotisserie, and a MicroRay top burner.

Both oven and broiler compartment, cooking with 3 micron infrared rays, produce a gas unit for broiling which is faster and more economical, at the same time cooler and cleaner. By applying the live flame thermostatic control to this ceramic burner, it is possible to incorporate a rotisserie; the effect of 3 micron infrared cooking seals in juices and flavor.

The burner uses the Schwank ceramic tile face with 5,250 minute gas ports in which the gas burns. Tiny gas flames heat the ceramic a bright red from which the 3 micron rays are emitted. Aluminum-lined oven.

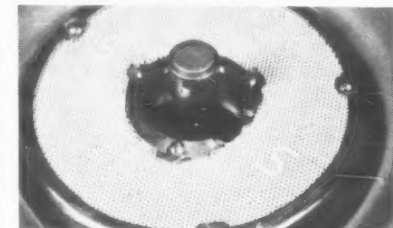
The MicroRay top burner also emits a 3 micron infrared ray, which represents the maximum heat output in the infrared spectrum. It operates at 60% or greater efficiency for faster, cooler top of range cookery, the manufacturer says. It is a ceramic top burner unit that cooks through a Microglas cover with utensil placed directly on Microglas. Rays pass through the glass to utensil and food. The Microglas cover has the effect of creating a solid, smooth top-of-range shielding and protecting the face of



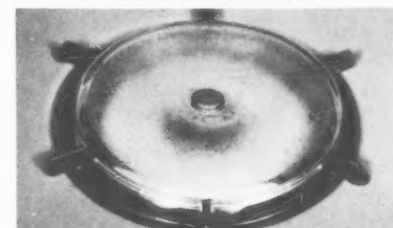
MICRORAY BUILT-IN OVEN

the burner from spillovers. It is thermostatically controlled, for fast, efficient cooking, and is easy to use and clean. The input is approximately 8,000 Btu. A special simmer setting is also incorporated. The glass cover has the ability to allow the 3 micron rays to pass through it directly at the same time withstand temperature changes. It can be heated to 1,600 degs. F and dropped into ice water without breakage. **The Hardwick Stove Co., Cleveland, Tennessee.**

MICRORAY CERAMIC BURNER



MICRORAY BURNER WITH MICROGLAS COVER





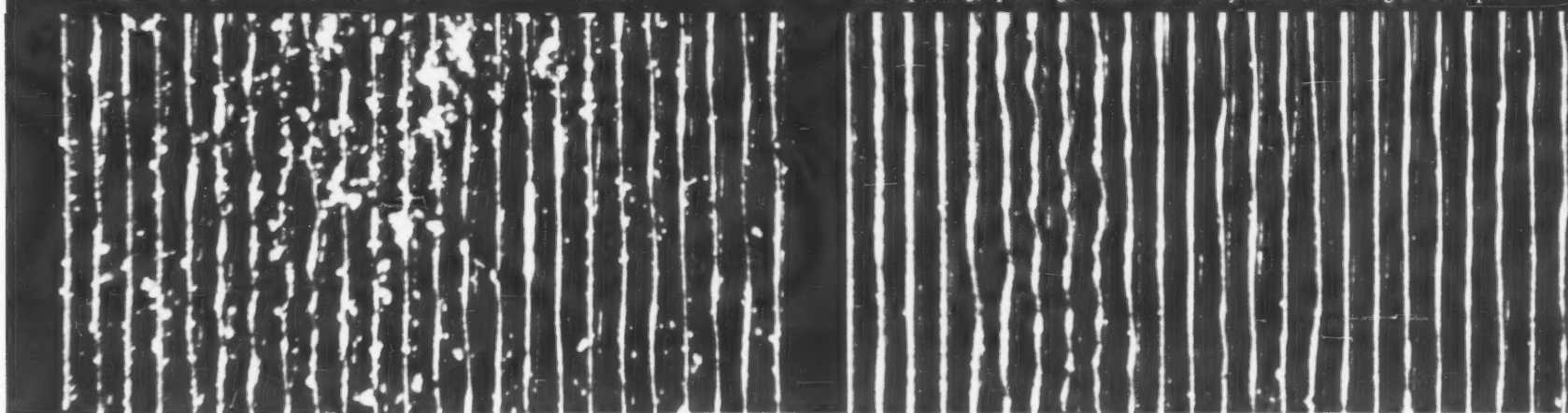
THE DIFFERENCE IS DEMONSTRABLE!

We vacuum clean the records as they play in General Electric Stereo



Microphotograph of dusty record grooves before cleaning

Microphotograph of grooves cleaned by the "Vacu-Magic" Sweeper



This is basic marketing philosophy at General Electric: *to enter a new market only when its products can bring a basic improvement in value to the consumer.*

With Stereo, that time is now. And the difference is demonstrable: For example . . . the "Vacu-Magic" cleaner. Here is an exclusive and *basic* contribution to clarity of sound. This ingenious, tiny vacuum cleaner, mounted underneath the

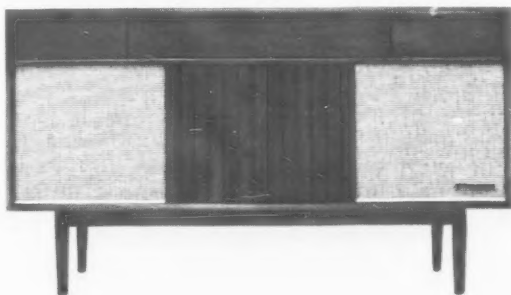
tone arm, draws up dust from the record *before* the stylus can touch it.

The photo above shows a heavily dusted record half cleaned with "Vacu-Magic." The microphotos show you the record grooves themselves before and after cleaning with "Vacu-Magic." Obviously, the dust-free grooves will give the cleanest sound.

Clean, distortion-free sound is more important

than ever with General Electric's new, exciting Resonance feature. And you can demonstrate this by having your customer sprinkle cigarette ashes on the record. Then let him watch the "Vacu-Magic" cleaner clean it up as the record revolves.

This is the "demonstrable difference" General Electric retailers enjoy. You can hear it. You can see it. You can *sell* it!



RESONANT STEREO

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Audio Products Section • General Electric Company • Decatur, Illinois

What's Uncle Sam Up To? Recent Decisions Affect You

... And new legislation on the way promises to be even more restrictive, warns NRMA

"Uncle Sam alone is your biggest partner, in fact a 52% recipient of your profits. If you neglect or ignore him, you do so at your peril," declared James J. Bliss, assistant to the executive vice president and counsel of National Retail Merchants Assn.

Top retail management has too often ignored increasing govern-

ment intervention, Bliss told members of Mutual Buying Syndicate gathered at Westchester Country Club, Rye, N. Y.

For example, Bliss quoted a report presented to NRMA's directors by the employee relations committee chairman, Edward L. Field, personnel director of Allied Stores Corp.

During the 86th Congress, Field's report stated, both the House and Senate by comfortable majorities independently passed legislation to terminate the retail store exemp-

tion from minimum wage laws.

"Only the inability of the two houses of Congress to agree on a single bill saved our industry," Field said.

And now the situation is worse. Both party platforms and candidates call for extended coverage of minimum wage policy; one of the staunchest supporters of the retail exemption, Congressman Graham Barden, chairman of the House Labor Committee, is retiring from public life.

A far greater effort by retailers will be needed if the retail exemption is to be preserved in the 87th Congress, Field warned.

The minimum wage issue should not be ignored, Field noted, because it is part of a larger picture. Proposals include overtime premium pay for

work over 40 hours, coverage of supervisory employees and compensation of salesmen on commission.

As a result of concern over this issue, NRMA will hold a special political action session at its annual convention on Jan. 10, 1961.

Another bill which demands action is the Douglas "full-disclosure" bill which was introduced in the 86th Congress. The proposal would require retailers to express credit service charges to customers in terms of a simple annual interest rate.

The publicity given greedy merchants who have imposed excessive charges makes this bill popular. But retailers, Bliss said, "sell merchandise; they are not finance companies," and should not be saddled with usury laws.

State regulation of service charges was also outlined by Bliss. "During the past few years," he said, "a dozen or more states have regulated retail installment credit.

"In most of these states the maximum rate has been set at 10% annually on installment accounts and a 1½% monthly rate on revolving charge accounts.

The FTC and the Supreme Court, said Bliss, also have tended to be harsh on retailers.

Under the Robinson-Patman Act and the FTC Act, Earl W. Kintner and his FTC commissioners have moved to increase their power to regulate interstate commerce.

In a current case, for example, the FTC is seeking jurisdiction where a store advertises in a newspaper with out-of-state circulation.



1938

... The year the concept of home laundering was changed forever... the year the first really salable automatic clothes dryer came into being, and appliance dealers suddenly faced the happy prospect of a completely new business potential. Remember? ...

It was the year of the HAMILTON JUNE DAY DRYER, and after all those years countless JUNE DAY DRYERS are still in regular use!

Way back then, when Hamilton introduced the automatic dryer, this promise was made to dealers: "... the Hamilton frees you from the expensive nuisance of service calls."

1960

NOW, 22 YEARS AND OVER A MILLION DRYERS LATER...

Hamilton is still keeping that promise. In addition to producing the original automatic dryer, Hamilton has continued to pioneer in the development of many "firsts" to make clothes drying easier, quicker and more convenient for the homemaker with each succeeding year. And in spite of the many features added through the years, that original promise of service-free operation is still true. Hamilton has consistently maintained a service-cost record among the lowest in the industry.

Product features, styling, dependable service to the consumer... low service cost, sound merchandising and promotion programs for the dealer... all add up to more sales and more profit for you.

If you're interested in making more money... on the bottom line where it counts... see your Hamilton distributor for the full story or write Hamilton Manufacturing Company.

When it comes to Electric Appliance Business

YOU'RE A STEP AHEAD WITH HAMILTON / the original...and still the leader

Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.

There are
plus profits
in Paragon
appliance
timers



Write:

PARAGON
ELECTRIC COMPANY

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

FINANCIAL REPORTS

Magnavox—For nine months ending Sept. 30: net sales, \$79,875,000 compared to \$72,939,000 for same period 1959; net earnings, \$3,534,000 compared with \$2,384,000 in 1959; earnings per share, \$1.50 as compared to \$1.01 for 1959. The third quarter ending Sept. 30 showed sales of \$28,111,000 compared to \$25,661,000 in 1959; net earnings for period, \$1,690,000 as compared to 1959's \$1,244,000; earnings per share, 72¢ compared with 53¢ for same period last year.

Maytag—For the first three quarters ended Sept. 30: sales, \$83,993,170 comparable to \$93,504,478 for the same period in 1959; profit for the period was \$7,989,731 as compared to last year's \$10,105,527; represents \$2.44 per share contrasted with \$3.07 in 1959. Third-quarter earnings totaled \$2,337,070 or 71¢ per share, compared to \$3,448,092 or \$1.05 for 1959 period.

Schick Inc.—Nine months ended Sept. 30: sales, \$14,485,482 as compared to \$14,597,150 for same period in 1959; earnings, \$16,012 contrasted with last year's \$123,728. Third-quarter sales, \$6,319,673 contrasted with \$7,946,493 for same period in 1959; earnings \$386,442 as compared to \$116,749 in 1959.

RCA—For first three quarters: sales, \$1,061,000,000, an 8% increase over same period 1959; net earnings, \$24,100,000, or \$1.46 per share compared to \$27,300,000 or \$1.80 for same period last year. (RCA noted its heavy investment in electronic data processing.) For third quarter ended Sept. 30: sales, \$354,000,000 with net earnings of \$6,000,000 contrasted with \$344,500,000 and earnings of \$7,900,000 for last year's third quarter; earnings per share, 32¢ compared to 51¢.

Carrier Corp.—For nine months ended July 31, sales \$192,030,000, compared to \$195,711,000 last year; profit was \$3,052,000, contrasted with last year's \$5,963,000; earnings per share, \$1.18 as compared to \$2.60 in 1959. For three months ending July 31, sales, \$86,460,000 comparable to \$77,645,000 in 1959; net profit, \$4,083,000 contrasted with \$3,247,000 for same period last year; earnings per share for period were \$1.90, compared to \$1.48 in 1959.

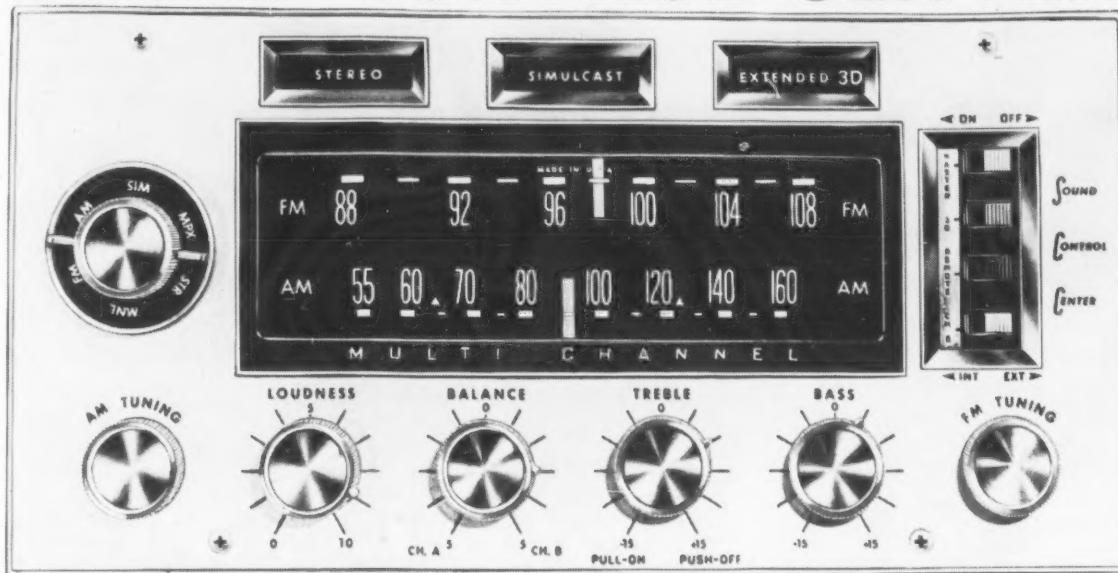
National Video Corp.—For first quarter ended Aug. 31, sales, \$5,529,743 compared to \$3,737,215 in like period last year; profits, \$408,327 or 66¢ per share contrasted with last year's \$180,967 or 29¢ per share, a gain of over 127%.

Siegler Corp.—For third quarter ended Sept. 30, sales, \$20,218,288 with earnings of \$746,531 compared to last year's \$21,189,245 sales and \$815,616 earnings for same period.

FINANCIAL NEWS

Hupp Corp. has acquired for cash all outstanding stock of E. Roy Industries, Ltd., Montreal, makers of household refrigerators, gas and oil warm air furnaces, and gas and

new exclusive Olympic SOUND CONTROL CENTER



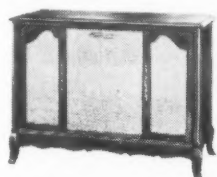
sells the MOST pleasures with the MOST demos!

... Just turn the dials ... flip the switches ... light the lights!

- 1 "MASTER SELECTOR DIAL" LIGHTS UP
—SELLS THESE FEATURES AS YOU DIAL
• AM, FM or Simulcast Stereo Radio
• Stereo or Monaural Phonograph
• Provision for Multiplex Broadcasts
- 2 "STEREO" PANEL LIGHTS UP
AS YOU DIAL STEREO
- 3 "SIMULCAST" PANEL LIGHTS UP
AS YOU DIAL SIMULCAST
- 4 "EXTENDED 3-D" PANEL LIGHTS UP
WHEN YOU FLIP THE 3-D SWITCH
—listen to the "extra" hi-fi
richness and dimension!
- 5 FLIP THIS "MASTER" ON-OFF SWITCH
TO SELL EXTRA CONVENIENCE
—have sound "On" or "Off" in your
living room while you enjoy
sound out on the patio!
- 6 FLIP THIS "REMOTE" SWITCH
TO SELL EXTRA ENCLOSURES
—it can extend the same program
to any other room through
dual channel remote speakers!
- 7 FLIP THE "CHANNEL B" SWITCH
TO SELL E-X-P-A-N-D-E-D STEREO!
—it converts all main cabinet speakers
to Channel A; use external speakers
for Channel B.
- 8 "FM" AND "AM" TUNING KNOBS
LIGHT UP FOR VISUAL TUNING!
- 9 SELL PROFESSIONAL SOUND CONTROLS
FOR EACH STEREO CHANNEL!
—separate dual channel Loudness, Balance,
Treble and Bass controls govern speakers
in any room!

**SELL "BACH IN THE BEDROOM,
BOB IN THE BASEMENT!"**

Play AM in one room and a different FM program in a second room, with New Stereo Accessory Panel on back of set which conveniently PLUGS IN remote and external speaker enclosures!



Olympic Radio-Phone Console, Model 8603
Sound Control Center ... 4-speed stereo hi-fi
automatic record changer ... 10-tube AM FM
Simulcast radio ... French Provincial styling
in genuine Antiqued Cherry.



Olympic All-In-One StereoCenter, Model KD365
Sound Control Center ... AM FM Simulcast
Radio ... Hi-Fi TV with 3-D ... 4-speed stereo
hi-fi automatic record changer. Contemporary
styling, choice of four furniture finishes.

**Sell the MOST with Olympic Sound Control Centers
in 6-way combos and stereo hi-fi consoles!**

Use these professional, beautiful new Sound Control Centers for instant demonstrations of **most** value for your customers ... winning most sales, most extra enclosure sales, most profits for you, with the industry's most successful pricing-merchandising formula!

Olympic

DIVISION OF THE SIEGLER CORPORATION

electric ranges under name Roy.

The company now manufactures about 12% of all Canadian-made refrigerators, and Hupp expects to add food freezers and air conditioners to the Roy line. Amount and terms of the transaction were not disclosed.

Blonder-Tongue Laboratories, Inc. has acquired controlling interest in Benco Television Associates, Ltd., Toronto, which produces equipment for community and master antenna installations, as well as antenna boosters, UHF converters and AM-FM radios. The new organization intends to move further into the closed circuit and pay TV fields. Blonder-Tongue is in closed-circuit TV with self-contained cameras, and Benco is a participant in Canada's pay-TV experiment.

Clarke Floor Machine Co., Muskegon, Michigan, became a division of Studebaker-Packard Corp. There will be no changes in management, field personnel, or policies, but the company will use the parent corporation's facilities to expand its operations in all categories.

Birmingham Sound Reproducers Ltd. (BSR) declared a 50% stock dividend, the third since the company became a publicly owned corporation three years ago. The stock dividend and a cash dividend of 15% (equivalent to 10½¢ a share) will be paid to stockholders of record Oct. 24. The company announced it will ration the British market in order to meet demand in the United States where it is represented by its distributor, BSR (USA), Ltd.

Radio Corp. of America declared a quarterly dividend of 25¢ a share on common stock. A dividend of 87½¢ a share was declared on the first preferred stock of the corporation.

Waste King Corp. declared the regular 26¼¢ a share dividend on its preferred stock, but took no action on the common stock, on which it had paid quarterly stock dividends in the past. The company last paid a stock dividend of 1½% on the common in July.

Cory Corp. declared a 10¢ a share dividend on common stock. Last dividend on the stock was declared by Cory five years ago. The dividend will be payable Jan. 3, 1961, to stockholders of record on Nov. 15.

DEALER SALES HELPS

Radio Corp. of America has issued a directory listing the U.S.A. equivalents of about 500 foreign receiving tubes for replacement purposes. It may be used as a wall chart or in a ring binder. Available through RCA distributors.



POINT-OF-PURCHASE display was designed for calling attention to blue cutting point feature of BVI electric can opener. Display pops into position when carton is opened.

Shure Bros, Inc., Evanston, Ill., has published a new booklet titled "The Art of Selecting, Playing and Preserving Records." Price 25¢.



TO DEMONSTRATE its clothes dryer venting kit, Flexible Tubing Corp., Guilford, Conn., designed this new display so that customer can see complete Flex-Vent installation and learn how venting removes lint, moisture.

Personalized name stickers for radio-TV repairmen and air conditioning repairmen are produced by Bolind, Inc., Boulder 15, Colo. The 1/2x1 1/8-inch stickers bear the name and address of the serviceman and can be placed on TV sets or air conditioners to remind customers



HOLDING seven transistor radios, this display case is being offered free by Arvin Industries with orders of 12 or more radios. It's made of wood and has sliding glass front to make it pilfer-proof.

where to obtain service. Cost: 500 black on white labels, \$2; on gold gummed paper, 250 for \$2.

Jensen Industries is providing a display rack for its new line of phonograph accessories—needles, record brushes, record-cleaning cloths, etc. The Forest Park, Ill., concern also has issued a 12-page catalog listing 800 different types of special-shank phonograph needles and matching cartridges.

DISPLAY for Waste King Universal portable dishwasher enables dealers to demonstrate washing action. Mrs. Sylvia White, director of consumer relations, holds (at right) lightweight plastic cover with lighting. In left of picture is cover installed with mirror and lights to permit customers to look inside the running dishwasher.



1961's GREATEST SHOW ON WORTH!!!



Washington Dealers Tell FTC— 'We Have Tough Problems Too'

CONTINUED FROM PAGE 1

means the suggested list price which the manufacturer places on his merchandise as a guide to its relative value, that use of list is indigenous to the appliance industry and that most lists are legitimate.

When the program plunged into open discussion of what is right and wrong in comparative advertising and pricing, Heim reiterated that an advertised saving must be a saving from the going price in the market, your price in the recent course of business, or it is deceptive. Manufacturer's list can be used only if it is the going price.

Protest rose. Milton Drayson, Hub Furniture, asked for a ruling and got one of several "you have a problem" answers from the FTC staff.

"If I'm selling a TV and the woman asks what the original price was, I can't use the manufacturer's list printed right on the sheet? What am I supposed to do, call six competitors and ask what they're selling it at?"

Hub's Thomas Rota insisted: "People demand to know what the list is—or was. It is their only guide to value. What is value than a comparison. The customer gets a disservice when we don't use list.

People don't know the value intrinsically."

Thomas G. Egan, Guide Administration attorney: "Comparative ads need not necessarily be phrased in terms of higher and lower price. The guides do not prohibit comparatives . . . There are other ways . . ."

Another protest: "How many cases determine what a going price is? Three dealers, six? Answer: "You have a problem in determining the market price," from William Dixon, legal adviser on guides.

Another protest pinpointed the interpretive breakdown: "With a 100 lot of an item, how many sales by me determine my own 'former price' when I want to break it or close out at a lower price?" Egan said no to "one or two," was doubt-

ful on 10, said "fine" if the dealer first sold 40 pieces of the 100 to set his original price.

Then Egan stated the FTC problem: "We can't answer specifically. Certainly if 90% of dealers sell at a price, that's the going price. If 10% do, it is not. In a 55-45 situation, we can't tell . . . We can help only in the extreme areas. In the areas in between, where it is not clear, these are areas of doubt."

Areas of doubt were the sorest points in the dealers-to-staff questioning. D. C. dealers who have been under the FTC gun since October of 1958, when the first guides were issued find holes constantly—either ethically or unethically. Their major protest was that FTC cannot rule to their satisfaction and that as dealers and mass merchants they must constantly probe for new and tighter interpretations.

Heim admitted to EM Week in a later interview that it is enormously difficult for FTC to rule to a large audience each member of which has specific problems. "We can advise them privately," he said.

Two more protests drew no satisfactory answers. Buddy Goldman, Todd's advertising manager and buyer of promotional bankrupt stocks, insisted that in some cases the list price was vital to the presentation of the facts of a sale. "List is vital to the identification of an item. If I can't use lists in some cases I am shut out of certain purchases," he said.

Goldman invented the logo "All of the manufacturers' list prices shown in all of Todd's advertising are reproduced only for the purposes of identifying and clarifying the models of nationally known brand merchandise. All merchandise at Todd's . . . is sold . . . at low discount prices." He asked for a ruling on use of lists as identification. He did not get a clear ruling. Heim said the question is under test in a current FTC case.

In quests for guidance, dealers postulated several more comparative price situations. Woodward & Lothrop's major appliance buyer Renaldo Di Voto: "How about pre-season promotion. Can I say 'Now offered at \$29, will go up later to \$39'?" Answer, yes. Question: "Supposing the original plan changes because of a price drop and it isn't later offered at \$39?" Answer: "You've got a problem."

Intent in this and other cases is no help. FTC staff members repeated an old maxim that intent, however honest or ethical, is no defense in a situation which pans out as deceptive.

Dealers left wary of one more bothersome point. Several are disturbed that the FTC was hinting that it was getting ready to move farther. In his opening remarks, Attorney Egan underscored three more points of consumer complaint which have become "major": 1) Ads which hide extra charges for delivery, installation, service; 2) with-trade prices when goods can be bought for the same price without trades; 3) one-day specials which aren't.

Perhaps the best summary of the meeting came in a Dalmo statement from the floor: "We've got a lot of confusion in here. Fifteen minutes ago I was clear on one point now we're all up in the air again."

1961 CHEVROLET STURDI-BILT TRUCKS! PROVED WORTH MORE BECAUSE THEY WORK MORE

A gigantic advance in trucking began just a year ago, when the first Torsion-Spring Chevy nosed out onto a highway. With a vastly different truck design, featuring torsion-bar independent suspension, this totally new Chevy did just about everything better. And it caught on fast. So fast, in fact, that already there are nearly 300,000 Torsion-Spring Chevies putting out this new kind of working ability on tough jobs all over America. Now, for 1961, Chevrolet introduces trucks with even more of the worth-more, work-more performance that's won such wide owner acclaim over the past year. Even more strength, even more stamina—and an even wider range of models!

MORE MODELS THAN EVER BEFORE! 189 models—work-proved dollar savers in every weight class! 1961 Chevies for every hauling chore in the book include three new long-wheelbase 4-wheel drive models, sturdy Stepside and Fleetside pickups, spacious panels, versatile Suburban Carryalls, handy Step-Vans and forward control chassis, tough chassis-cabs of all sizes, mountain-moving tandems. Somewhere in this long, long line is the one truck that makes the most sense on your job!

OWNER-PROVED TORSION-SPRING RIDE! It puts an end to I-beam axle shimmy! Independently suspended front wheels step right over bumps, tough torsion-bar springs soak up jolts. New smoothness speeds up schedules, cuts truck wear and maintenance expense, reduces cargo damage and driver fatigue. Owners report that there's never been anything like it for high-profit hauling!

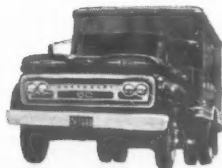
STRONG, ROOMY CABS THAT HELP BOOST YOUR WORK OUTPUT! Rangy drivers ride in comfort with extra hip room, leg room and head room. Seeing is safe and easy through a whopping big wraparound windshield. The seat's a beauty, too—a full 59½" wide with a spring combination inside that gives just the right support. (And for the last word in working comfort, special 6" foam rubber padding is optional at extra cost.) And the

rugged cab build includes all-steel construction, double-panel roof and double-walled cowl housing.

TOUGH TRUCK CHASSIS—BRAWNY BASIS FOR BIGGER PROFITS. Massive, truck-built frames add stamina to every chassis. In medium- and heavy-duty models, rugged self-adjusting variable-rate rear springs help smooth out big-tonnage hauls. Quality features galore boost truck life: Extra-big brakes give faster, surer stops and last longer. Precision wheel balance makes steering easier, lengthens tire life. Smooth, durable Synchromesh transmissions come in sizes to suit all types of duty.

ENGINES WITH PROVED EARNING POWER. Famous sixes that out-sell all others because they're best at brightening cost records . . . big V8's that lead the industry for short-stroke design and hard-working durability! Chevy for '61 offers a long line of power plants to meet the special needs of every weight class.

The truth is, we could fill every page in this magazine with reasons why Chevrolet trucks have never been better than they are for '61, but there's no need for that. Not when your Chevrolet dealer can boil it all down for you so quickly and pleasantly. See him soon and start saving soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Will Vote Sway FTC And FCC?

CONTINUED FROM PAGE 2

called pre-merger Notification Bill. This bill would require corporations of significant size to inform FTC and the Justice Department's antitrust division of plans to merge.

The idea behind the bill is that once a merger has been consummated, it's doubly difficult to undo if antitrust violations are involved. Legislation of this sort has stirred deep controversy on Capitol Hill, with congressmen of both parties supporting and fighting it.

A third bill is one which would reject "good faith" as an absolute de-

fense in price discrimination charges. This measure has been re-introduced in Congress periodically since a 1951 Supreme Court decision which set forth the "good faith" guidelines.

Membership on the commission is restricted by law to no more than three members of a single party. But right now two commission seats are occupied by commissioners who have not been confirmed by the Senate.

One is held by newly appointed Commissioner Edward K. Mills Jr.; the other by Chairman Kintner. A Democratic victory would leave open the possibility that Kintner might stay on the commission, although not as chairman. Democrats could appoint a new chairman in Mills' seat, and confirm Kintner in the seat he currently fills.

As for the other federal agency, the Federal Communications Commission, whose regulations on radio and television broadcasting have considerable effect on the products dealers sell, the results of a Democratic administration are harder to judge.

Only one appointment is up for grabs immediately—that of Charles H. King, Republican and dean of the Detroit College of Law who is serving out the unexpired term (until June, 1961) of John C. Doerfer who resigned the chairmanship last July. King would, of course, be replaced by a Democrat. The next seat to come open, in 1962, is that of a Democrat, John S. Cross. The present chairman, Frederick W. Ford, would be replaced by one of the Democratic members, but would remain on the commission.

The issues that have caused most controversy at the FCC have not been approached along party lines. "Liberals" often believe a serious effort should be made to switch all TV to UHF, for instance; but the leading proponent of UHF is Republican Robert E. Lee, who has just been confirmed for a second term. A current UHF experiment in New York will bring this issue to a head in a couple of years. The other big issue the commission will have to deal with under the next president is pay-TV, which is not a party issue.

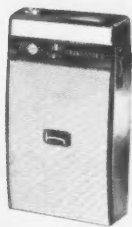
Appointment of a "liberal" to the commission probably would bring more pressure for FCC surveillance of programming and perhaps more support for educational TV. The last strong supporter of educational TV objectives was a Truman appointee, the late Frieda Henneock.

Packed to Attract! Priced to Compete! Promoted to Sell!

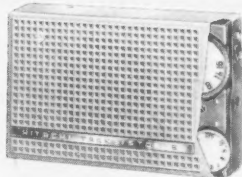
Grand Prix
Award
Winning

HITACHI

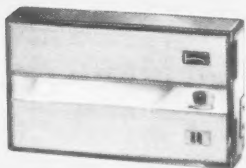
ALL-TRANSISTOR RADIOS



Slimmest of the slim... **TH-627R POCKET PORTABLE**. 6 transistors, thermistor, diode, dynamic speaker. Gift-boxed with 2 leather carrying cases, earphone, long-range antenna. **\$29.95**



Leads two lives... **TH-667 TABLE PORTABLE**. Vernier fine-tuning. 3 1/2" speaker, 6 transistors, diode, thermistor. Gift-boxed with 2 leather carrying cases, earphone, long-range antenna. **\$39.95**



Power-Plus, with jewel-case styling... **TH-862 POCKET PORTABLE**. 8 transistors, 2 diodes, varistor, dynamic speaker. Gift-boxed with battery, 2 leather carrying cases, earphone, long-range antenna. **\$39.95**



15-transistor achievement... **XH-1500 HI-FI FM/AM PORTABLE**. Pushbutton choice of FM (86.5-108 mc) or AM (535-1605 kc) broadcasts. 15 transistors plus 5 diodes; varistor; AFC; 7" x 3" speaker; telescopic antenna, 2 additional antennas. Gift-boxed. **\$139.95**



For sailors, sportsmen, everyone... **WH-822MB MARINE BAND/AM PORTABLE**. 8 transistors, diode, thermistor; telescopic antenna, speaker. MB 1.6-4.5 mc—AM 535-1605 kc. Gift-boxed with 2 leather carrying cases, antennas, earphone. **\$59.95**
(Also available: Short Wave/AM model, WH-822SW—\$59.95)



The tiniest distance-getter... **WH-761SW SHORT WAVE/AM PORTABLE**. 7 transistors, diode, varistor; telescopic antenna; speaker. SW 2.4-12 mc—AM 535-1605 kc. Gift-boxed with 2 leather carrying cases, earphone, antennas. **\$49.95**
(Also available: Marine Band/AM model, WH-761MB—\$49.95)

The Standard of Quality the World Over

THE REPUTATION of Hitachi, Ltd., largest manufacturer to introduce small transistor radios throughout the U.S., is recognized wherever excellence is in demand. This year, fine Hitachi receivers again set the standard of quality and value over any other nationally known line. They retail from \$29.95 to \$139.95, and offer full dealer markup—even at the lowest list price. Through The Sampson Company and 300 distributing and servicing points in the U.S. . . . local Hitachi dealers are assured of ample stocks, prompt deliveries, and dependable service right through the holiday season and beyond.

The Standard of Profitable Holiday Selling!

• powered by strong **NATIONAL ADVERTISING** in TIME, THE NEW YORKER, ESQUIRE, and EBONY—Plus top-rated Network TV Show participation.

• complete **DEALER PROGRAM**—tailored for results; includes Ad Mat Service, TV & radio scripts, line folders, posters, special mailings; continuing publicity—plus attractive gift-packaging.

• in-store **SALES MAKERS**

Illuminated shadow-box display for wall window, or counter.

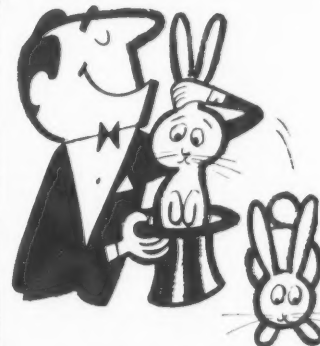


Full-color 3-dimensional display for wall or counter.

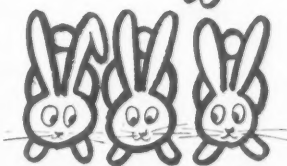
Sell—Service—Satisfy with
HITACHI RECEIVING TUBES
Certified-Quality tubes for less
callbacks, more profits.



"Actually we seldom use it."



stocks low?
need someone
to "pull one
out of the
hat"?



CALL
GraybaR

Contact your local
Hitachi distributor
today, or write

THE SAMPSON COMPANY (Est. 1921) ELECTRONICS DIVISION, 2244 South Western Avenue, Chicago 8, Illinois



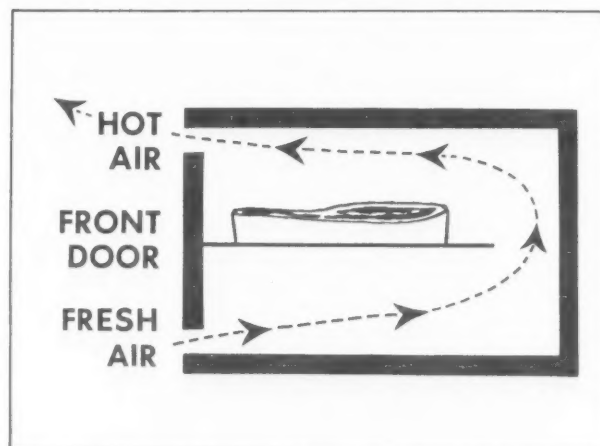
New General Electric Rotisserie gives amazing "open-air" broiling!

Another "New-Idea" Appliance from General Electric! You can promise your customers the best broiled meats ever—this new rotisserie-broiler delivers the goods! No moisture-laden air to "roast" meats. Instead, a constant flow of cool, fresh air lets the outside of steaks broil to succulent brownness. Direct infra-red heat sears the outside quickly, seals in natural juices. Big capacity. Holds two chickens or a whole boned leg of lamb. Automatic timer. Push-button operation. Handy timed appliance outlet. See your General Electric distributor for details. General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

NOVEMBER 7, 1960



See how fresh, dry air flows constantly around broiling foods. That's General Electric "open air" broiling—a big feature you can easily demonstrate to your customers.

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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



"Our servicemen make over half of our color sales!"

Says RCA VICTOR Color TV Dealer

EVAN CAMPBELL, JR.

Campbell TV and Radio, Shreveport, La.

"Here at Campbell TV and Radio, our nine servicemen know—and believe in—RCA Victor Color TV. Whenever they're out on service calls, they talk Color TV to the customer, and we pay them a commission on every sale they bring in.

"The result? *Better than half of our Color TV sales are made by our own service personnel!* In particular, they are almost singlehandedly responsible for the big replacement market (Color for black-and-white) we have built up.

"Altogether, Color TV sales and service are adding \$50,000 annually to our billing. Best of all, *Color TV sales have stimulated other business as well!* Many related sales, especially in stereo, are a direct result of the interest in Color TV that brings customers *into* our store, and the satisfaction with Color that brings them *back!*"—*Evan Campbell, Jr., Campbell TV and Radio, Shreveport, La.*

*Put RCA VICTOR Color
in your TV profit picture!*



The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA



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JA. 3-6951

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MO. 4-5800

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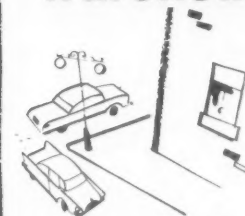
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JA. 6-1281

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SAN FRANCISCO **THOMAS H. CARMODY**
SCOTT HUBBARD
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DO. 2-4600



**inventory
costs too
high? make
use of our
"million dollar"
warehouses:**



**CALL
Graybar**

989

A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
RETAIL SALES total (\$ billions)	18.0	18.1	17.8	1.1% up (Sept. 1960 vs. Sept. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	316	330	359	11.9% down (Aug. 1960 vs. Aug. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	277	276	288	3.8% down (Aug. 1960 vs. Aug. 1959)
FAILURES of appliance-radio-TV dealers	19	31	33	42.4% down (Sept. 1960 vs. Sept. 1959)
HOUSING STARTS (thousands)	103.4	129.4	139.9	26.1% down (Sept. 1960 vs. Sept. 1959)
AUTO OUTPUT (thousands)	149.5**	146.3**	101.6**	47.1% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	354.3+	347.0+	338.3+	4.7% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	25.8+	23.7+	24.8+	4.0% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
EMPLOYMENT (thousands)	68,282	68,689	67,241	1.5% up (Aug. 1960 vs. Aug. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).
**Figures are for week ending October 29, 1960 and preceding week (revised).
+Figures are for quarters.
++Federal Reserve Bulletin figures (revised).

A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Sept.	56,500	55,100	+ 2.54
	9 Mos.	420,500	373,900	+12.46
DRYERS, Clothes, Electric	Sept.	106,130	115,151	- 7.83
	9 Mos.	538,380	609,043	-11.60
Gas	Sept.	59,378	59,409	- .05
	9 Mos.	287,424	301,383	- 4.63
FOOD WASTE DISPOSERS	Sept.	72,800	84,200	-13.54
	9 Mos.	555,200	560,600	- .96
FREEZERS	Sept.	91,700	101,700	- 9.83
	9 Mos.	875,700	987,700	-11.34
PHONOGRAPH SHIPMENTS	Aug.	416,838	342,724	+21.62
	8 Mos.	2,517,260	2,041,604	+23.30
PHONOGRAPH RETAIL SALES	Aug.	336,945	297,058	+13.27
	8 Mos.	2,441,724	2,036,055	+19.92
RADIO PRODUCTION (excludes auto)	Week Oct. 21	261,490	324,801	-19.49
	42 Weeks	8,423,725	7,708,133	+ 9.28
RADIO RETAIL SALES	Aug.	707,546	729,999	- 3.08
	8 Mos.	6,471,324	5,511,699	+17.41
TELEVISION PRODUCTION	Week Oct. 21	119,634	180,406	-33.69
	42 Weeks	4,748,925	5,036,889	- 5.72
TELEVISION RETAIL SALES	Aug.	429,346	492,449	-12.81
	8 Mos.	3,479,731	3,126,981	+11.28
REFRIGERATORS	Sept.	284,900	355,700	-19.90
	9 Mos.	2,655,500	2,906,900	- 8.65
RANGES, Electric, Standard	Sept.	80,400	83,300	- 3.48
	9 Mos.	638,700	707,300	- 9.70
Built-in	Sept.	62,400	73,900	-15.56
	9 Mos.	512,500	544,600	- 5.89
RANGES, Gas, Standard	Sept.	*143,100	175,500	-18.46
	9 Mos.	1,119,800	1,244,700	-10.03
Built-in	Sept.	*33,700	34,800	- 3.16
	9 Mos.	260,200	255,100	+ 2.00
VACUUM CLEANERS	Sept.	301,935	305,096	- 1.04
	9 Mos.	2,487,986	2,505,983	- .72
WASHERS, Automatic & Semi-Auto	Sept.	279,304	301,201	- 7.27
	9 Mos.	1,913,304	2,193,072	-12.76
Wringer & Spinner	Sept.	73,407	92,911	-20.99
	9 Mos.	556,267	689,137	-19.28
WASHER-DRYER COMBINATIONS	Sept.	17,824	25,461	-30.00
	9 Mos.	118,895	140,554	-15.41
WATER HEATERS, Electric (Storage)	Sept.	*67,500	75,500	-10.60
	9 Mos.	*518,900	642,900	-19.29
WATER HEATERS, Gas (Storage)	Sept.	*223,400	243,800	- 8.37
	9 Mos.	2,112,200	2,287,400	- 7.66

*Preliminary

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

NOVEMBER 7, 1960

NOW YOU CAN SELL CUSTOM TAILORED



REFRIGERATION IN LUXURIOUS TABLE -



TOP MODELS BY UROPA... FROM \$99.95



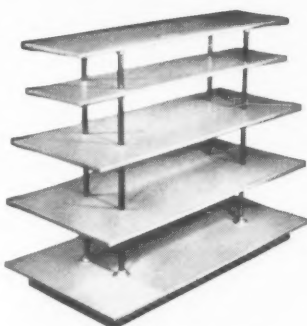
COMPRESSOR AND ABSORBER MODELS!

DISTRIBUTOR AND SALES REPRESENTATIVE INQUIRIES INVITED.

UROPA
INTERNATIONAL INC.
16 WEST 32 ST. NEW YORK 1, N.Y.
TEL. LONGACRE 3-1640



LOW COST STORE FIXTURE



PROVED BY THOUSANDS TO INCREASE:

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- SELF-SERVICE
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SELL MORE — SELL FASTER — SELL EASIER... all with the amazingly LOW-PRICED HIGH-QUALITY, FLEXO-SPACE. Self-Service makes it easier for your customers to buy. USABLE SELLING SPACE ALL AROUND the entire island... NO BLIND SPOTS! Use in all departments.

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The market for HUMI-ZON is limited . . .

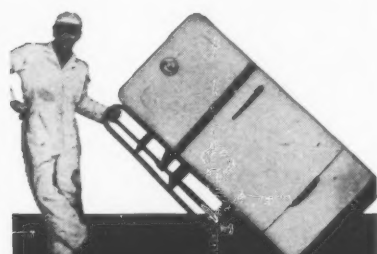


to people who suffer from colds

The market for the Humi-Zon Humidifier is not only vast, it's virtually untapped. Humi-Zon helps prevent colds by restoring humidity. And it costs only \$29.95 with a handsome dealer margin. See or call your Pentron distributor today.



PENTRON SALES CO., INC.
Subsidiary of Pentron Electronics Corporation
779 South Tripp Avenue, Chicago 24, Illinois



It's so easy
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EASLOAD
Safely handles an
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Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

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Colson Equipment & Supply Co.
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appliances
that always
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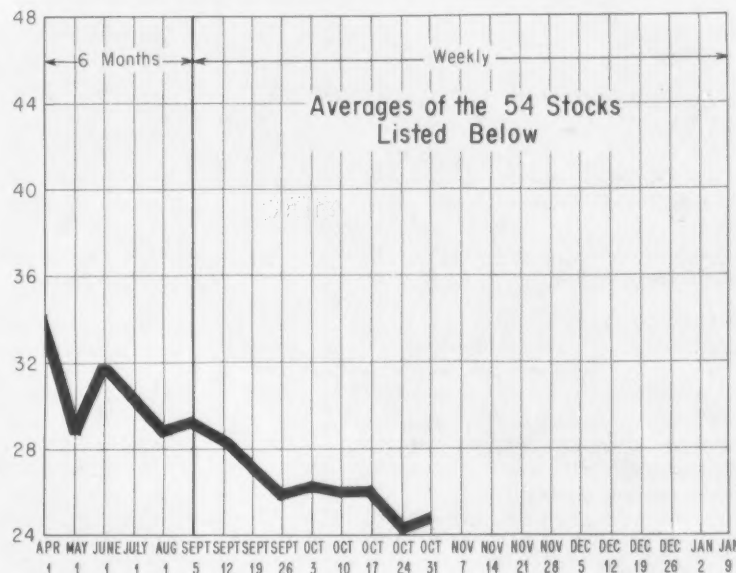


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TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1960 HIGH	1960 LOW	CLOSE OCT. 24	CLOSE OCT. 31	NET CHANGE
NEW YORK EXCHANGE					
Admiral	23 ⁷ / ₈	10	10 ³ / ₈	10 ¹ / ₄	— ¹ / ₈
American Motors 1	29 ¹ / ₂	19	19 ¹ / ₂	19 ³ / ₈	— ¹ / ₈
Arvin Ind. 1	27 ¹ / ₂	16 ³ / ₄	16 ³ / ₄	17 ¹ / ₈	+ ³ / ₈
Borg Warner 2	48 ¹ / ₂	32 ¹ / ₂	33 ¹ / ₄	32 ⁷ / ₈	— ³ / ₈
Carrier 1.60	41 ³ / ₄	27 ⁷ / ₈	27 ³ / ₄	28 ³ / ₈	+ ⁵ / ₈
CBS 1.40B	45 ¹ / ₄	36 ⁵ / ₈	37 ³ / ₄	37 ¹ / ₈	— ⁵ / ₈
Chrysler 1	71 ⁷ / ₈	40	40 ³ / ₄	42 ⁵ / ₈	+ 1 ⁷ / ₈
Decca Records 1.20	35 ³ / ₈	17 ³ / ₈	35 ¹ / ₂	35 ³ / ₈	— ¹ / ₈
Emerson Electric 1	50	33	43	43 ¹ / ₂	+ ¹ / ₂
Emerson Radio .50F	22 ¹ / ₈	11 ¹ / ₈	11 ⁷ / ₈	11 ³ / ₄	— ¹ / ₈
Fedders 1	20 ³ / ₈	15 ⁵ / ₈	16 ⁷ / ₈	16 ⁷ / ₈	—
General Dy. 1.75E	58 ³ / ₈	33 ¹ / ₂	36 ³ / ₈	37 ³ / ₈	+ 1 ¹ / ₄
General Elec. 2	99 ⁷ / ₈	70 ¹ / ₄	72 ⁵ / ₈	73	+ ³ / ₈
General Motors 2	55 ⁷ / ₈	41	42	42	—
General Tel & El .76*	34 ¹ / ₈	24 ³ / ₄	24 ³ / ₄	25	+ ¹ / ₄
Hoffman Elec. 60	30 ¹ / ₄	15	16 ¹ / ₂	16 ⁵ / ₈	+ ¹ / ₈
Hupp Corp. .37T	13 ¹ / ₄	6 ³ / ₄	7	7 ¹ / ₈	+ ¹ / ₈
Magnavox 1	55	31 ³ / ₄	40 ¹ / ₂	39 ¹ / ₄	— 1 ¹ / ₄
Maytag 2A	44 ¹ / ₂	31	32 ¹ / ₂	32	— ¹ / ₂
McGraw-Edison 1.40	45 ³ / ₄	28	29	32	+ 3
Minn. M&M .60	88	60	61	64	+ 3
Montgomery Ward 2	55 ³ / ₈	25 ¹ / ₂	26	26 ¹ / ₈	+ ¹ / ₈
Monarch .30E	19 ⁷ / ₈	11 ³ / ₄	12 ¹ / ₈	12	— ¹ / ₈
Motor Wheel 1	23 ¹ / ₄	11	12 ⁷ / ₈	11 ¹ / ₂	— 1 ³ / ₈
Motorola 1	98	60 ¹ / ₂	61 ⁵ / ₈	66 ¹ / ₂	+ 4 ⁷ / ₈
Murray Corp.	29 ¹ / ₈	24 ³ / ₄	25 ⁵ / ₈	25	— ⁷ / ₈
Philco 1/4G	38 ¹ / ₄	17 ¹ / ₄	17 ⁵ / ₈	18 ¹ / ₄	+ ⁵ / ₈
RCA 1B	78 ³ / ₈	46 ¹ / ₂	47 ³ / ₄	50 ³ / ₈	+ 2 ⁵ / ₈
Raytheon 2.37T	53 ³ / ₈	30 ¹ / ₄	31 ⁷ / ₈	31 ¹ / ₄	— ⁵ / ₈
Rheem .60	28 ⁷ / ₈	12 ³ / ₈	13 ⁷ / ₈	12 ¹ / ₄	— 1 ⁵ / ₈
Ronson .60	13 ³ / ₄	9 ³ / ₄	12 ³ / ₈	12 ⁵ / ₈	+ ¹ / ₄
Roper GD	21 ¹ / ₂	14 ¹ / ₈	16 ¹ / ₂	16 ⁷ / ₈	+ ³ / ₈
Schick	16 ³ / ₄	8 ¹ / ₈	8 ³ / ₄	8 ³ / ₈	— ³ / ₈
Siegler Corp. .40B	43	23 ³ / ₈	24 ¹ / ₂	24 ⁷ / ₈	+ ³ / ₈
Smith A. O. 1.60A	53 ³ / ₈	32 ¹ / ₈	32 ¹ / ₂	33 ¹ / ₄	+ ³ / ₄
Sunbeam 1.40A	64 ¹ / ₂	48 ¹ / ₂	52	54	+ 2
Welbilt .10G	7 ⁷ / ₈	4 ¹ / ₈	4 ¹ / ₂	4 ¹ / ₄	— ¹ / ₄
Westinghouse 1.20	65	45	45 ⁷ / ₈	47 ¹ / ₄	+ 1 ³ / ₈
Whirlpool 1.40	34 ⁷ / ₈	22	24 ¹ / ₈	24 ³ / ₄	+ ⁵ / ₈
Zenith 1.60	129 ³ / ₈	89 ¹ / ₈	98 ³ / ₈	103	+ 4 ⁵ / ₈
AMERICAN EXCHANGE					
Casco Pd. .35E	10	6 ³ / ₄	9 ⁷ / ₈	9 ⁷ / ₈	—
Century Elec. 1/2	9 ⁷ / ₈	7	7	7	—
Herold Rad.	7 ⁷ / ₈	1	1 ⁵ / ₈	1 ⁵ / ₈	—
Ironrite .25T	10 ¹ / ₂	6 ¹ / ₈	6 ⁵ / ₈	6 ⁵ / ₈	—
Lynch Corp. (Symphonic)	15	9	9	9 ¹ / ₄	+ ¹ / ₄
Muntz TV	6 ¹ / ₂	4	4 ⁵ / ₈	4 ⁷ / ₈	+ ¹ / ₄
National Presto	12 ³ / ₈	10 ⁵ / ₈	13 ¹ / ₂	13 ¹ / ₂	—
Nat. Un. Elec. (Eureka)	3 ⁷ / ₈	2 ¹ / ₈	2 ¹ / ₄	2 ¹ / ₈	— ¹ / ₈
Proctor-Silex	9 ⁷ / ₈	5 ³ / ₄	6	5 ⁷ / ₈	— ¹ / ₈
Republic Trans.	6 ¹ / ₄	3 ⁵ / ₈	4 ³ / ₈	4 ⁵ / ₈	+ ¹ / ₄
Telectro Ind.	21 ³ / ₈	11 ¹ / ₈	12 ¹ / ₄	12 ¹ / ₈	— ¹ / ₈
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	6 ¹ / ₄	6 ¹ / ₄	—
Travler Radio	—	—	6 ¹ / ₂	6 ¹ / ₂	—
Webcor	—	—	10	11 ¹ / ₈	+ 1 ¹ / ₈

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: The market reversed itself slightly this past week, thus curbing the downward trend which began a few weeks ago. Trading has not been very active, though, and it is pretty well agreed among experts that speculation on tomorrow's election results has had a marked influence on recent activity. The EM Week average again

reflected the overall market picture; this week the 54 key issues closed at 25—1/2 pt. over last week's dismal record low. All the news was not bright, however, as 22 of the above 54 registered new 1960 lows. Zenith and Motorola were the week's big gainers. Although 18 issues closed on the down side, most losses were moderate.

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*Measures
the moisture...meters
the heat—shuts off
when "dry enough"*

*The greatest
advancement since
automatic drying!*

**New RCA WHIRLPOOL
provides the most gentle,
most efficient drying known.**

You can cut yourself a bigger slice of the dryer business if you sell RCA WHIRLPOOL dryers with MODULATED-HEAT*, because this is the way clothes should be dried. It senses the degree of moisture in the clothes and matches the heat to the moisture. As moisture decreases, heat diminishes. All types of clothes come out evenly dried. No partly dry and partly damp loads.

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One button controls all the action for the fabric selected. No dials, complicated controls or settings to guess. It's the ultimate in convenience and simplicity.

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**Plus... all these "woman-wanted",
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- Cools wrinkles out of wash 'n wears
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- Finishes clothes damp-dry for ironing if desired
- Dries a load so much faster than the average regular-speed dryer
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- Gives everything a "sunshine" fragrance

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Mark XII Dryer

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"Annual model changes are not forcing Kelvinator Dealers to take mark-downs this fall!"

"Good inventory won't be marked down by Kelvinator dealers this fall just because a dial has been moved or the color of a door handle changed.

"Kelvinator protects dealer investment in inventory through its *Constant Basic Improvement* program.

"Instead of mere 'change for change's sake,' this program gives dealers important basic improvements month after month. Some are major, some minor, but all contribute to making Kelvinator appliances more useful, more dependable or more economical to operate.

"In the months ahead, Kelvinator dealers can expect very important new product improvements. But even then, through Kelvinator's CBI program, appearance changes will be made so gradually that mark-downs on dealer inventory won't cut heavily into gross profits.

"This program is even helping dealers sell. Day after day, more dealers report that the CBI story is of tremendous value as a closing point. They tell us that frequently it is a more effective sales tool than a mark-down on a prior-year model. Apparently customers appreciate having their investment protected, too.

"In every way, the Kelvinator CBI program helps dealers sell quality and value *at a profit.*"

KELVINATOR DIVISION, AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

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